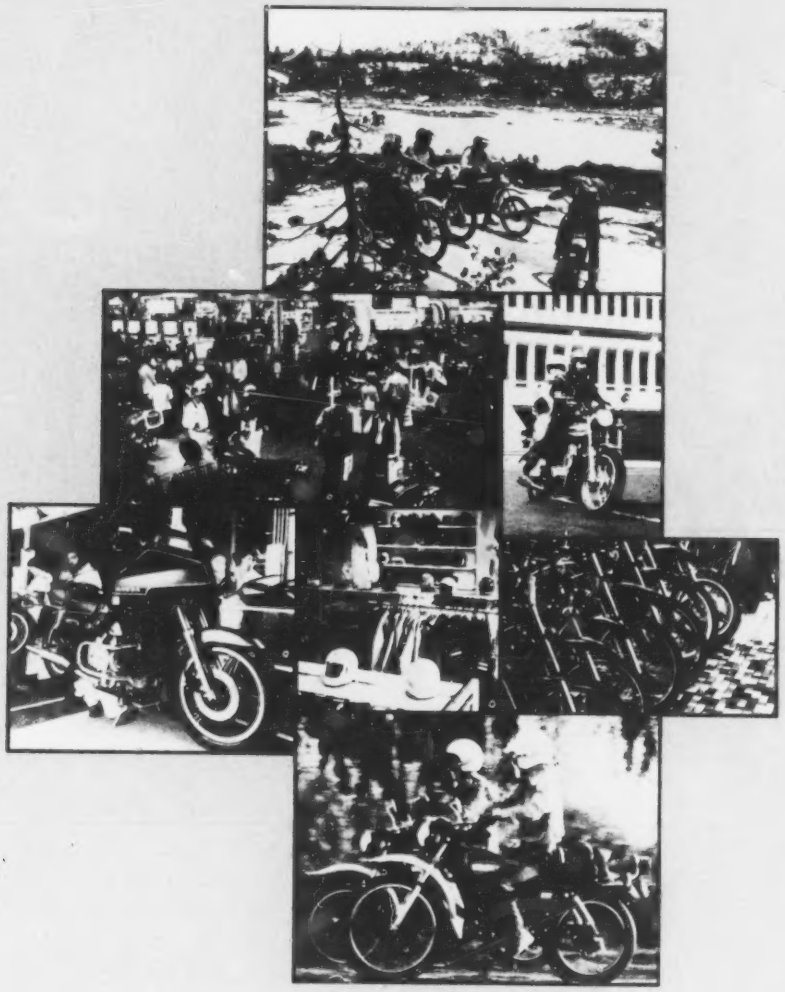
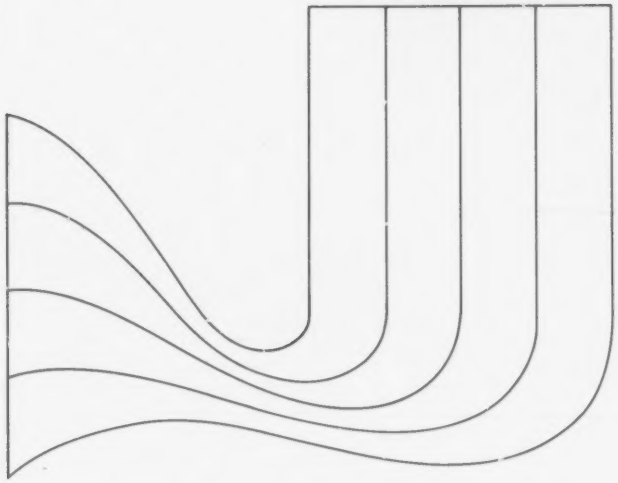


Copyright © 1984 Motorcycle Industry Council, Inc.

A6485-1

1984

MOTORCYCLE STATISTICAL ANNUAL



Published by

MOTORCYCLE INDUSTRY COUNCIL, INC.

EXECUTIVE OFFICE
3151 Airway Avenue, Bldg. P-1
Costa Mesa, California 92626
(714) 241-9251
Alan R. Isley, President
Keith VanHarte, Vice President

GOVERNMENT RELATIONS OFFICE
1235 Jefferson Davis Highway, Suite 1410
Arlington, Virginia 22202
(703) 521-0444
Melvin R. Stahl, Vice President

Compiled and edited by the
Motorcycle Industry Council, Inc.
Research & Statistics Department
Under the direction of Pamela Palka Amette
3151 Airway Avenue, Bldg. P-1
Costa Mesa, California 92626

The cooperation of the many contributors to this annual is gratefully acknowledged. The source note below each table credits the various government and private organizations which have provided information for the Statistical Annual.

Additional copies may be obtained from the MIC Administrative or Government Relations Office.

Today it is estimated that 7 million motorcycles and ATV's are in use in this country. In 1983 alone the motorcycle industry generated an estimated 5.8 billion dollars in consumer sales and services and state taxes and licensing in the U.S.

The motorcycle market experienced phenomenal growth during the 1960's and early 1970's. From 1960 to 1975 motorcycle registrations increased tenfold, while automobile registrations only doubled. By the 1980's the motorcycle market had evolved into a stable and mature phase of growth, and recently has confronted the suppressing effects of inflation, unemployment, and economic recession overall. Some segments of the market, however, are showing growth as new products are introduced and marketing efforts are intensified.

Motorcycles used on-highway are twice as fuel efficient as most new cars and about three and one half times as efficient as average cars in the motor vehicle population. The fuel efficiency of motorcycles has also attracted many buyers with no, or very little, previous riding experience which re-emphasizes the current need for motorcycle rider education and training programs. Since the early 1970's the motorcycle industry has been active in developing and implementing motorcycle rider education and licensing programs, and conducting safety research and public information programs through the Motorcycle Safety Foundation.

Motorcycles in the 1980's are cleaner in terms of air pollutants than motorcycles in the past. National exhaust emission controls for new motorcycles began in 1978. Although motorcycles contributed less than 1 percent of the total hydrocarbon emissions nationwide before controls, the motorcycle industry supported the adoption of uniform national standards to regulate exhaust emissions.

The motorcycle industry's continuing commitment to reduce sound levels in our environment has been demonstrated by the production of quiet motorcycles and aftermarket exhaust systems. Many new models are as quiet as new automobiles. With the support of the industry, the U.S. Environmental Protection Agency set uniform national noise standards for new motorcycles and mopeds produced after 1981. MIC actively assists noise enforcement authorities in cost-efficient programs of motorcycle noise control.

The MIC also invests in a public service program for television, radio, magazines, and newspapers to encourage motorcycle rider responsibility in noise reduction and environmental protection. The theme is "Ride Aware-Show You Care."

The use of motorcycles and ATV's for off-highway recreation has grown significantly in the past ten years. The motorcycle industry and responsible riders understand that unrestricted vehicle use can damage certain fragile environments and that well managed facilities provide the best opportunity for off-highway recreation. The industry has been working with state and Federal government agencies to encourage intelligent land planning and management based on equitable multiple use which can benefit all outdoorsmen, including those who ride the 3.6 million motorcycles and ATVs used for off-highway recreation.

Each year the MIC receives countless inquiries for statistical data and trends within the motorcycle industry. The information in this publication has been gathered to provide a comprehensive, orderly and accurate source of motorcycle statistics in response to those numerous requests.

It is our intention to update the Motorcycle Statistical Annual each year. We welcome your comments for future editions.

MOTORCYCLE INDUSTRY COUNCIL, INC.

The Motorcycle Industry Council is a nonprofit national trade association representing manufacturers and distributors of motorcycles, scooters, mopeds, parts and accessories, and members of allied trades.

As a national, unified voice of the motorcycle industry, the MIC:

- *Develops and provides industry statistics and related information to legislators, regulatory agencies, other associations, companies, and interested individuals;*
- *Analyzes Federal and state legislative and regulatory actions, taking positive steps to promote effective law and reasonable regulations and to oppose those measures detrimental to our industry and sport;*
- *Promotes industry, dealer and consumer awareness directed at the reduction of motorcycle sound, the preservation of the environment, conservation of energy resources, and the safe and courteous operation of all vehicles;*
- *Conducts educational seminars in subject matters of interest to governmental agencies, member companies, motorcycle dealers and other concerned parties.*

Other publications and materials available through the MIC include:

- **Information Kits on Motorcycle Sound, Motorcycle Theft, Research & Statistics, and Land Use**
- **Recreational Trailbike Planner, Quarterly Newsletter**
- **Off-Highway and All-Terrain Vehicle Stationary Sound Test Manual**
- **"The Recreational Trailbiker," 35 mm Slide Presentation**
- **"Managing Off-Road Motorcycle Use in a Desert Environment," 35 mm Slide Presentation**
- **"Managing Trailbike Recreation in a Forest Environment," 35 mm Slide Presentation**
- **"Motorcyclists As Volunteers," 35 mm Slide or Video Tape Presentation**
- **"Motorcycle Noise—Off-Highway Enforcement," 35 mm Slide Presentation**
- **"The Trailbike Experience," 16 mm Motion Picture**
- **Federal Equipment Standards for Motorcycles**
- **Federal Motor Vehicle Safety Standards Charts for Motorcycles & Mopeds**
- **State On-Highway Motorcycle Equipment Requirements Chart**
- **State Off-Highway Motorcycle Requirements Chart**
- **State Moped Requirements Chart**

MOTORCYCLE INDUSTRY COUNCIL MEMBERSHIP
JUNE 1, 1984

MOTORCYCLE MANUFACTURERS AND/OR DISTRIBUTORS

AMERICAN HONDA MOTOR CO., INC.
BMW OF NORTH AMERICA, INC.
BOMBARDIER, INC.
DERBI MOTOR CORP. OF AMERICA
HUSQVARNA MOTORCYCLE CO., INC.
KAWASAKI MOTORS CORP., USA
U.S. SUZUKI MOTOR CORPORATION
VESPA OF AMERICA CORPORATION
YAMAHA MOTOR CORP., USA

ALLIED TRADES COMPANIES

ABADDON/NJL DISTRIBUTING
ACCEL IGNITION
ACCESSORY DISTRIBUTORS INC.
ALFA ROMEO INC.
AMAL LIMITED
AMCO MFG., CORP.
AMERICAN MOTORCYCLE INSTITUTE
AMERICAN WARRANTY CORP.
ANCRA CORPORATION
BATES INDUSTRIES, INC.
BEL-RAY COMPANY, INC.
BELL HELMETS, INC.
BOBBY J'S ACCESSORIES
BRIDGESTONE CORPORATION
BROOKS LEATHER SPORTSWEAR
BUCHANAN'S FRAME SHOP
BURROUGHS ADVERTISING INC.
CARFEL, INC.
CARLISLE TIRE & RUBBER CO.
CASTLE SALES CO., INC.
CHAMPION SPARK PLUG CO.
CLYMER PUBLICATIONS
CONE ENGINEERING
CONNECTICUT CYCLE ACCESSORIES
CONTINENTAL PRODUCTS CORP.
COSMOPOLITAN MOTORS
CYCLE GUIDE
CYCLE MAGAZINE
CYCLE SHACK, INC.
CYCLE WORLD MAGAZINE
CYCOM CORPORATION
DAIDO CORPORATION
DAILEY & ASSOCIATES
DRAG SPECIALTIES, INC.
DUNLOP TIRE & RUBBER COMPANY
ECLIPSE, INC.
ED TUCKER DISTRIBUTORS, INC.
EXIDE CORPORATION
FIRST AMERICAN INSURANCE COMPANY
FITCH-WYCKOFF INTERNATIONAL
FOSTER GRANT CORP.
GENERAL WARRANTY CORP.
G.N. GONZALES, INC.
GRAB ON GRIPS
GREAT AMERICAN MEDIA
HANCOCK-BROWN CORPORATION
HAYNES PUBLICATIONS
HELMET HOUSE, INC.
HUDSON MANUFACTURING CO. INC.
INDUSTRY SHOPPER PUBLISHING
INOUE RUBBER CO. LTD.
INTERCONTINENTAL LUBRICANTS
INTERPART CORP.
IRON HORSE MOTORCYCLE SUPPLY
JOHAR MANUFACTURING CORPORATION
K & N ENGINEERING
K. G. ENGINEERING INC.
KAYABA INDUSTRY COMPANY
KEIHIN OF AMERICA, INC.
KENYON & ECKHARDT ADVERTISING, INC.
KERKER
KK MOTORCYCLE SUPPLY
LOCKHART CONSUMER PRODUCTS
M/C ENTERPRISES
MAGURA U.S.A. CORP.
MALCOLM SMITH PRODUCTS
METZELER MOTORCYCLE TIRE, INC.
MICHELIN TIRE CORPORATION
MICRONICS INTERNATIONAL, INC.
MIKUNI AMERICAN CORPORATION
MOLLER CORPORATION
MOTION SPORTS
MOTORACE
MOTORCYCLE DEALERNEWS
MOTORCYCLE MAGAZINE
MOTORCYCLE PRODUCT NEWS
MOTORCYCLIST
MXL INDUSTRIES
NATIONAL CYCLE INC.
NATIONAL MARKET REPORTS, INC.
NAVA MOTO S.P.A.
NEMPCO INC.
NGK SPARK PLUGS (USA) INC.
NICHOLS MOTORCYCLE SUPPLY INC.
NIPPONDENSO OF LOS ANGELES
PARTS GALORE INC.
PAULSON MANUFACTURING CORP.
PORTCO CORP.
POWROLL PERFORMANCE PRODUCTS, INC.
R.C. ENGINEERING INC.
RIDER MAGAZINE
RIFLE FAIRING
ROCKY CYCLE CO., INC.
RUSSELL PERFORMANCE PRODUCTS INC.
S & S HEADERS
SCOTT USA
SELACHII INTERNATIONAL LTD.
SELF CYCLE & MARINE DISTRIBUTORS
SLIPSTREAMER
SUDCO INTERNATIONAL
SUN METAL PRODUCTS INC.
SUNSTAR ENGINEERING USA INC.
SURE-FIRE DISTRIBUTING INC.
TARGET DISTRIBUTING
TEX-ALL COMPANY INC.
UNI FILTER
VAN LEEUWEN ENTERPRISES
VANCE & HINES RACING, INC.
VETTER PRODUCTS INC.
WESTERN SCOOTER DISTRIBUTORS
WORKS PERFORMANCE PRODUCTS
YUASA GENERAL BATTERY CORP.

CONTENTS

	Page
The Motorcycle Market	**5-16**
U.S. Motorcycle Population by Model Type, Engine Displacement, Year	6
U.S. Motorcycle Population, Model Type by Engine Displacement	7
U.S. Motorcycle Population and Penetration by Region and State	8
Total Motorcycle Registrations by Year	9
Total Motorcycle Registrations by State	10
Economic Value of the Motorcycle Retail Marketplace by State	11
New Motorcycle Sales Summary	12
U.S. Motorcycle Imports by Year, Country, Engine Displacement	13
New Motorcycle Wholesale Sales by Major Brands	14
New Motorcycle Registrations by State	15
New Motorcycle Registrations by Leading Brands	16
Manufacturers and Distributors	**17-20**
Profile of Major U.S. Motorcycle Manufacturers and Distributors	18
Other U.S. Motorcycle Manufacturers and Distributors	19-20
The Retail Marketplace	**21-24**
Motorcycle Retail Outlets, Employees, and Payroll	22
Motorcycle Outlet Retail Sales	23
Motorcycle Retail Outlet Profile	24
Motorcycle Usage	**25-40**
U.S. Motorcycle Usage On and Off-Highway by State	26
Public Land and Off-Highway Motorcycle Statistics by State	27
Motorcycle Miles Traveled, On and Off-Highway Mileage by Model Type	28
Motorcycle Miles Traveled, Model Type by On and Off-Highway Mileage	29
Average Annual Motorcycle Mileage and Commuting	30
Motorcycle Scrappage and Operability Rate	31
On-Highway Motorcycle Energy Use	32
Operating and Ownership Cost of the Motorcycle and Automobile	33
Motorcycle Rider Education Programs	34
State Motorcycle Rider Education Programs	35
State Motorcycle Operator Licensing Programs	36
State Motorcycle Operator Licensing Procedures	37
Motorcycle Accident Statistics by State	38
State Motorcycle Equipment Requirements	39
State Off-Highway Motorcycle Requirements	40
The Motorcycle Owner	**41-43**
Number of Owners, Sex, Marital Status, Age, Education	42
Owner Occupation, Income, Motorcycle Ownership, Riding Experience	43
Other National Motorcycle Organizations	**44**
Index	**46**

THE MOTORCYCLE MARKET

U.S. MOTORCYCLE POPULATION By MODEL TYPE, ENGINE DISPLACEMENT, AND YEAR

In 1983 there were an estimated 6.96 million motorcycles and all-terrain vehicles (ATV's) in use in the United States, compared to an estimated 7.04 million in 1982. The slight decline in the population is attributed to fewer sales of new motorcycles in recent years and the high scrappage rate of motorcycles sold during the peak in annual sales.

Of the total population in 1983, 53.2% were *on-highway* motorcycles, 28.5% were *off-highway* motorcycles and ATV's, and 18.3% were *dual purpose* motorcycles. The off-highway and ATV segment increased as a portion of the market in 1983 compared to 1982 while the on-highway and dual purpose segments decreased.

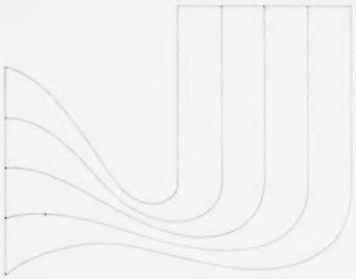
Of all motorcycles and ATV's in use, it is estimated that about half (49.3%) have an engine displacement less than 350 cubic centimeters. Just over three fifths (62.9%) of the estimated population were purchased new during the last five years.

ESTIMATED U.S. MOTORCYCLE POPULATION MODEL TYPE, ENGINE DISPLACEMENT, AND YEAR

	1983		Revised 1982	
	Number of Motorcycles	% of Total	Number of Motorcycles	% of Total
Model Type*				
On-Highway	3,700,000	53.2%	3,765,000	53.5%
Off-Highway	1,983,000	28.5%	1,729,000	24.5%
Dual Purpose	1,277,000	18.3%	1,546,000	22.0%
	6,960,000	100.0%	7,040,000	100.0%
Engine Displacement				
Under 125 cc	1,425,500	20.5%	1,575,500	22.4%
125-349 cc	2,005,400	28.8%	1,872,600	26.6%
350-449 cc	776,400	11.1%	936,500	13.3%
450-749 cc	1,160,100	16.7%	1,082,100	15.4%
Over 749 cc	1,592,600	22.9%	1,573,300	22.3%
	6,960,000	100.0%	7,040,000	100.0%
Year Sold New				
1983	1,061,800	15.2%	—	—
1982	856,800	12.3%	867,200	12.3%
1981	916,800	13.2%	963,900	13.7%
1980	818,200	11.8%	908,700	12.9%
1979	724,000	10.4%	847,600	12.1%
1978	534,600	7.7%	658,200	9.3%
1977	480,200	6.9%	619,400	8.8%
1976	368,600	5.3%	499,500	7.1%
1975	242,800	3.5%	324,200	4.6%
1974	253,300	3.6%	339,600	4.8%
1973	236,800	3.4%	322,800	4.6%
1972	165,300	2.4%	220,200	3.1%
Prior to 1972	300,800	4.3%	463,700	6.7%
	6,960,000	100.0%	7,040,000	100.0%

***Model Type Definition: On-Highway** motorcycles are those certified by the manufacturer as being in compliance with the Federal Motor Vehicle Safety Standards, and designed primarily for use on public roads. Includes scooters. Excludes mopeds and nopeds (limited speed motor-driven cycles under 50 cc which are not generally defined by state as mopeds). **Off-Highway** motorcycles are those which are not certified by the manufacturer as being in compliance with the Federal Motor Vehicle Safety Standards. Includes all-terrain vehicles and off-highway competition motorcycles. **Dual Purpose** motorcycles are certified by the manufacturer as being in compliance with the Federal Motor Vehicle Safety Standards, and designed with the capability for use on public roads as well as off-highway recreational use.

Source: 1983 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Costa Mesa, CA.



On-highway motorcycles tend to have relatively large engines. In 1983, almost three fourths (71%) of the on-highway motorcycles in use had an engine displacement over 449 cc's.

The off-highway segment, including competition motorcycles and all-terrain vehicles (ATV's), is dominated by relatively small engine motorcycles. In 1983 over nine in every ten (95%) off-highway motorcycles, including ATV's, had an engine displacement less than 350 cc's.

Dual purpose motorcycles also tend to have relatively small engines. Nearly nine in every ten (88%) of the dual purpose motorcycles in use in 1983 had an engine displacement less than 350 cc's.

ESTIMATED U.S. MOTORCYCLE POPULATION MODEL TYPE BY ENGINE DISPLACEMENT

	1983		Revised 1982	
	Number of Motorcycles	% of Total	Number of Motorcycles	% of Total
Model Type				
On-Highway	3,700,000	100.0%	3,765,000	100.0%
Under 125 cc	147,500	4.0%	155,600	4.1%
125-349 cc	281,400	7.6%	300,900	8.0%
350-449 cc	642,200	17.4%	762,600	20.3%
450-749 cc	1,036,300	28.0%	972,600	25.8%
Over 749 cc	1,592,600	43.0%	1,573,300	41.8%
Off-Highway	1,983,000	100.0%	1,729,000	100.0%
Under 125 cc	817,500	41.2%	852,300	49.3%
125-349 cc	1,065,500	53.8%	777,800	45.0%
350-449 cc	38,000	1.9%	46,200	2.7%
450-749 cc	62,000	3.1%	52,700	3.0%
Over 749 cc	—	—	—	—
Dual Purpose	1,277,000	100.0%	1,546,000	100.0%
Under 125 cc	460,500	36.1%	567,600	36.7%
125-349 cc	658,500	51.6%	793,900	51.3%
350-449 cc	96,200	7.5%	127,700	8.3%
450-749 cc	61,800	4.8%	56,800	3.7%
Over 749 cc	—	—	—	—

NOTE: See page 6 for model type definitions.

Source: 1983 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Costa Mesa, CA.

U.S. MOTORCYCLE POPULATION AND PENETRATION By REGION AND STATE

On a regional basis the greatest number of motorcycles and ATV's in use in 1983 were in the South and the Midwest. Although the West ranked third in motorcycle and ATV population, California was, by far, the nation's leading state, where nearly one in every eight (12%) of the nation's motorcycles and ATV's were owned.

In 1983 there were an estimated 2.9 motorcycles and ATV's owned by every 100 persons living in the United States. Regionally, penetration was highest in the West where 3.7 motorcycles and ATV's were owned for every 100 residents, and lowest in the East where 2.0 motorcycles and ATV's were owned for every 100 residents.

Nearly one third (31%) of the nation's motorcycle and ATV population was owned in the five leading states, California, Texas, New York, Ohio and Michigan.

1983 ESTIMATED U.S. MOTORCYCLE POPULATION AND PENETRATION BY REGION

WEST
1,714,700 motorcycles
3.7 motorcycles per 100 persons
(Alaska and Hawaii included in West)

EAST
1,158,300 motorcycles
2.0 motorcycles per 100 persons

MIDWEST
1,982,200 motorcycles
3.3 motorcycles per 100 persons

SOUTH
2,104,800 motorcycles
2.9 motorcycles per 100 persons

1983 ESTIMATED U.S. MOTORCYCLE POPULATION AND PENETRATION BY STATE

State	Motorcycle Population	Motorcycle Population by Model Type			Motorcycle Penetration Per 100 Population
		On-Hwy.	Off-Hwy.	Dual Purpose	
Alabama	126,100	57,900	40,600	27,600	3.1
Alaska	37,200	6,600	23,100	7,500	8.3
Arizona	108,000	46,700	42,600	18,700	3.5
Arkansas	106,500	36,600	50,100	19,800	4.4
California	832,800	432,900	262,600	137,300	3.3
Colorado	117,200	58,500	30,300	28,400	3.7
Connecticut	71,800	49,200	12,800	9,800	2.3
Delaware	13,300	7,900	3,300	2,100	2.2
D.C.	1,500	1,300	0	200	2.5
Florida	269,200	153,900	67,900	47,400	2.5
Georgia	160,200	79,600	46,500	34,100	2.8
Hawaii			Not Available		
Idaho	63,000	20,000	20,400	22,600	6.0
Illinois	272,600	170,800	55,100	46,700	2.4
Indiana	194,100	121,600	41,900	30,600	3.5
Iowa	181,700	125,000	28,900	27,800	6.1
Kansas	94,900	54,600	20,900	19,400	3.9
Kentucky	84,400	39,700	27,000	17,700	2.2
Louisiana	176,000	64,100	89,700	22,200	4.0
Maine	49,300	30,600	12,000	6,700	4.2
Maryland	82,200	53,300	15,600	13,300	1.9
Mass.	96,400	66,300	18,100	12,000	1.7
Michigan	278,600	153,200	69,600	55,800	3.0
Minnesota	184,800	97,400	58,000	29,400	4.4
Mississippi	88,100	29,200	44,800	14,100	3.3
Missouri	136,500	68,300	42,800	25,400	2.7
Montana	51,200	17,000	17,100	17,100	6.2
Nebraska	75,900	33,100	21,600	16,200	4.7
Nevada	32,100	13,700	12,100	6,300	3.5
N.H.	43,800	29,300	8,600	5,900	4.4
New Jersey	124,800	80,700	26,200	17,900	1.7
New Mexico	53,400	25,600	14,300	13,500	3.7
New York	299,600	199,800	66,500	33,300	1.7
N.C.	135,800	70,600	37,300	27,900	2.2
N.D.	41,500	18,300	13,000	10,200	6.1
Ohio	288,800	184,900	62,400	41,500	2.7
Oklahoma	145,000	66,800	45,500	32,700	4.5
Oregon	112,300	47,500	39,800	25,000	3.9
Pennsylvania	269,400	149,400	64,000	56,000	2.2
R.I.	23,100	16,800	3,200	3,100	2.4
S.C.	68,100	38,700	18,000	11,400	2.0
S.D.	39,800	13,800	11,300	8,700	5.6
Tennessee	161,800	71,200	56,700	33,900	3.3
Texas	460,200	233,900	138,600	87,700	3.0
Utah	96,200	32,500	34,600	29,100	5.9
Vermont	19,800	11,100	5,400	3,300	3.7
Virginia	123,400	72,200	28,400	22,800	2.2
Washington	183,000	85,000	58,300	39,700	4.1
West Virginia	63,300	23,700	21,400	18,200	3.1
Wisconsin	193,000	119,300	43,000	30,700	4.0
Wyoming	28,300	8,900	11,100	8,300	5.3
U.S. Total	6,960,000	3,700,000	1,983,000	1,277,000	2.9

Note: Beginning with the 1982 motorcycle population estimates, the South and East regional definitions by state have been revised (Delaware, D.C., Maryland, and West Virginia have been moved from the South to the East) to conform with the regional definitions used in other MIC reports.

*See page 6 for model type definitions. Includes all-terrain vehicles (ATV's).

Source: 1983 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Costa Mesa, CA.

1983 Survey of Buying Power Forecaster's Handbook, Sales & Marketing Management, New York, New York, 1983.

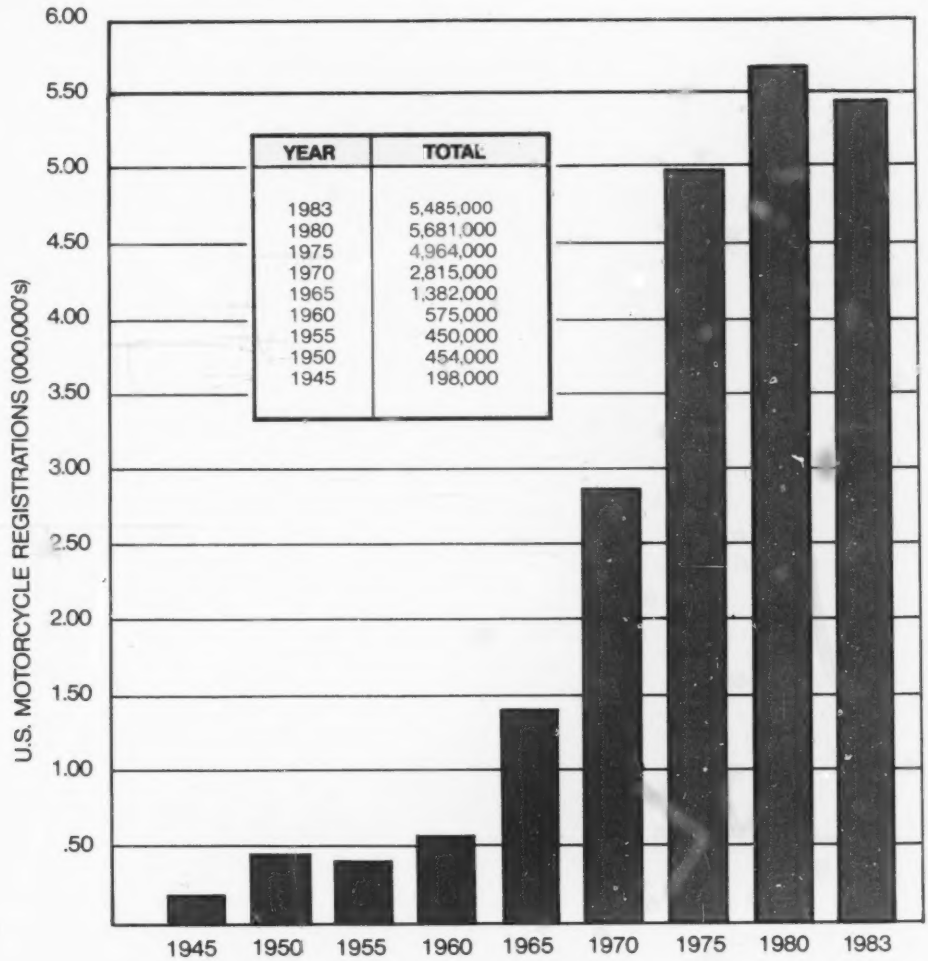
BEST AVAILABLE COPY

TOTAL MOTORCYCLE REGISTRATIONS By YEAR

Of the 6.96 million motorcycles and ATV's in use in the United States, an estimated 5.5 million, or 79%, were registered for use on public roads in 1983. In order to be registered for use on public roads, motorcycles must be in compliance with the Federal Motor Vehicle Safety Standards and the state motorcycle equipment requirements. The equipment requirements for street registered motorcycles are summarized on page 39.

The motorcycle industry has experienced phenomenal growth in the last twenty years. Since 1960 motorcycle registrations have increased tenfold, while automobile registrations have only doubled.

U.S. TOTAL MOTORCYCLE REGISTRATIONS 1945-1983



YEAR	TOTAL
1983	5,485,000
1980	5,681,000
1975	4,964,000
1970	2,815,000
1965	1,382,000
1960	575,000
1955	450,000
1950	454,000
1945	198,000

Source: U.S. Department of Transportation, Federal Highway Administration for 1945-1975 motorcycle registrations.
Motorcycle Safety Foundation, Costa Mesa, California for 1980 and subsequent year motorcycle registrations.

TOTAL MOTORCYCLE REGISTRATIONS By STATE

In 1983 motorcycle registrations accounted for 3.5% of all motor vehicles registered for use on public roads in the United States.

Regionally, the greatest portion of the nation's motorcycle registrations (33.5%) occurred in the Midwest. The West (25.3%) was second in motorcycle registrations, followed by the South (24.4%). The East (16.8%) reported the smallest portion of U.S. motorcycle registrations.

The five leading states, California, Texas, Illinois, Ohio, and Iowa, accounted for one third of the estimated 5.5 million motorcycles registered in 1983.

U.S. TOTAL MOTORCYCLE REGISTRATIONS BY STATE 1974-1983

State	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983
Alabama	78,059	74,513	63,072	71,710	66,178	74,426	73,978	75,220	70,960	71,333
Alaska	11,760	12,639	13,292	13,290	12,249	9,607	10,651*	8,888	10,897*	15,087
Arizona	65,018	67,843	60,278	65,143	69,171	76,637	81,846	86,216	84,776	76,716
Arkansas	44,955	36,954	33,096	31,351	31,399	33,462	34,106	30,388	25,938	23,768
California	672,121	668,460	667,363	678,538	662,884	729,181	737,774	731,310	645,000	695,813
Colorado	92,725	95,315	95,787	105,819	118,753	117,593	115,500*	121,510*	119,079	120,000*
Conn.	65,346	65,345	69,966	70,049	73,109	73,963	77,456	80,470	79,932	80,317
Delaware	7,451	7,647	7,153	8,137	8,565	11,508	8,261	8,348	8,216	8,538
Dist. of Col.	4,341	3,781	3,922	3,971	3,525	3,573	5,339	5,768	5,896	5,514*
Florida	187,540	164,982	180,998	93,337	152,935	220,465	197,541	225,441	221,571	224,965
Georgia	104,600	98,095	93,546	98,188	102,620	105,058	118,453	112,517	110,795*	110,795*
Hawaii	9,940	5,962	6,214	6,299	6,321	6,635	9,696	10,700	11,317	8,563
Idaho	46,237	44,428	43,134	44,650	46,715	51,417	56,287	55,975	53,302	52,124
Illinois	207,840	218,073	227,391	238,645	247,795	281,406	289,436	305,727	285,188	295,655
Indiana	145,033	142,427	140,741	153,154	154,330	167,067	179,741	172,574	160,071	138,916
Iowa	138,201	149,357	151,829	160,124	174,764	204,133	219,221	233,172	234,985	238,687
Kansas	92,354	90,329	86,789	85,190	84,832	95,105	92,218	140,677	106,566	83,587
Kentucky	58,034	61,027	59,351	61,405	60,989	62,132	62,057*	65,000	60,958	58,357
Louisiana	59,722	53,541	57,832	68,966	72,420	76,393	75,000*	75,000*	109,312	92,740
Maine	25,832	27,095	27,584	32,797	35,356	42,947	38,133	39,857	38,872	38,872
Maryland	65,077	64,707	66,298	69,191	68,325	77,029	74,250	80,289	78,829	74,406
Mass.	82,881	81,249	72,614	86,240	83,854	100,506	98,935*	100,369	108,410*	93,405
Michigan	299,834	291,722	267,306	261,090	242,400	251,290	254,129	243,858	230,794	219,929
Minn.	139,304	137,995	151,270	149,008	137,220	177,548	157,815	166,151	159,345	155,500
Miss.	34,618	30,911	28,413	27,986	28,989	24,504	22,059	29,273	29,068	28,198
Missouri	108,869	101,968	96,201	95,099	87,053	100,922	118,284	142,488	117,787	109,154
Montana	39,692	39,225	38,580	46,784	54,051	61,000	35,100*	35,470	45,702	32,761**
Nebraska	49,209	50,130	52,383	50,446	49,960	54,967	52,149	50,371	47,887	47,172
Nevada	17,147	17,750	18,260	19,961	20,667	23,084	19,958	21,008	21,940	26,062
N.H.	27,145	27,121	25,957	27,852	41,370	32,883	44,815	43,462	49,196*	49,756*
New Jersey	84,621	83,531	86,753	91,087	89,741	102,318	102,425*	106,753*	114,112*	115,964*
New Mexico	33,622	35,263	37,699	38,885	42,691	46,947	50,576	52,810	58,587	58,217
New York	107,598	112,885	120,695	132,376	144,438	179,042	208,727	160,619	157,792	163,740
N.C.	117,515	111,551	105,633	104,216	97,256	103,751	114,615	110,156*	110,000	69,616
N.D.	22,429	24,782	24,627	26,063	27,075	28,165	29,613	31,115	31,312	32,134
Ohio	238,087	232,390	254,482	253,686	239,490	267,100	285,600*	185,678*	277,143	290,799
Oklahoma	104,221	107,671	109,621	110,035	114,108	124,925	125,380	129,704	137,369*	127,800
Oregon	71,817	73,268	83,821	84,822	74,276	81,267	90,301	92,316	90,261	89,956
Penn.	281,157	339,437	361,918	183,539	183,045	217,757	269,565	190,480*	227,752	208,925
R.I.	20,085	20,152	19,919	24,892	24,333	23,428	22,442*	23,789*	22,895	27,853
S.C.	56,706	40,926	45,801	41,293	35,411	37,450	38,875	42,257	35,028	36,130
S.D.	23,019	24,041	25,127	26,636	27,667	31,178	35,045	38,265	38,418	39,255
Tenn.	98,178	95,723	85,763	86,653	82,888	85,251	84,121	83,179	83,269	79,821
Texas	279,475	273,863	270,089	285,735	218,966	291,510	310,000*	300,330	312,924*	334,681
Utah	52,065	51,068	50,357	53,168	52,507	61,844	63,153	66,653*	66,934*	64,758
Vermont	13,435	13,859	14,681	16,862	18,205	20,826	23,293	29,449*	21,812	21,347
Virginia	89,978	91,151	72,302	75,688	72,175	79,492	80,518	87,951	80,515	79,039
Washington	110,162	110,211	111,825	115,441	106,978	131,341	135,899	139,931	131,667	127,950
West Va.	60,201	60,404	54,062	56,429	47,130	37,605	39,518	37,680	37,680	31,789
Wisconsin	104,898	115,571	125,161	133,173	143,661	185,206	191,725	190,961	188,863	185,685
Wyoming	16,245	15,732	17,288	16,051	17,867	19,606	19,900*	20,763*	21,937	22,401
TOTAL	4,966,399	4,964,070	4,984,244	4,881,150	4,858,707	5,502,450	5,681,479	5,618,336	5,578,859	5,484,552

Note: See footnote on page 38 for types of vehicles included in 1980-1983 state total motorcycle registrations. *Estimates **As of 10/27/83

Source: U.S. Department of Transportation, Federal Highway Administration for total registrations prior to 1980.
Motorcycle Safety Foundation, Costa Mesa, California for 1980 and subsequent years.

ECONOMIC VALUE OF THE MOTORCYCLE RETAIL MARKETPLACE By STATE

In 1983 the motorcycle industry generated an estimated $5.83 billion in consumer sales and services and state taxes and licensing, of which $2.36 billion, or 40.5% is attributed to retail sales of new motorcycles and ATV's.

In addition to this $5.83 billion generated by the retail marketplace, major contributions to the economic value of the industry in personnel salaries, product advertising, corporate and personal income taxes, etc., are made by the manufacturers and distributors of new motorcycles and ATV's, parts and accessories, and the trades allied to the industry.

1983 ESTIMATED ANNUAL ECONOMIC VALUE OF THE MOTORCYCLE RETAIL MARKETPLACE BY STATE

State	1983 Estimated Annual* Economic Value of the Retail Marketplace	1983 Estimated Retail Sales of New Motorcycles		State	1983 Estimated Annual* Economic Value of the Retail Marketplace	1983 Estimated Retail Sales of New Motorcycles	
	$000's	Units	$000's		$000's	Units	$000's
Alabama	$ 102,980	26,300	$ 42,220	Montana	$ 37,890	7,600	15,530
Alaska	40,390	10,300	16,560	Nebraska	52,100	9,700	21,360
Arizona	103,900	21,100	42,600	Nevada	26,830	5,400	11,000
Arkansas	96,510	25,700	39,570	New Hampshire	43,630	7,600	17,890
California	828,490	146,500	318,970	New Jersey	114,780	19,300	47,060
Colorado	97,630	16,700	40,030	New Mexico	47,000	8,600	19,270
Connecticut	64,610	11,000	26,490	New York	258,860	55,200	111,310
Delaware	10,100	1,800	4,140	North Carolina	110,490	21,200	45,300
Dist. of Col.	2,540	200	1,040	North Dakota	31,270	6,200	12,820
Florida	217,100	44,100	89,010	Ohio	320,130	55,900	124,850
Georgia	102,290	24,100	41,940	Oklahoma	37,710	20,200	35,960
Hawaii	Not Avail.	Not Avail.	Not Avail.	Oregon	106,540	22,300	43,680
Idaho	46,150	10,100	18,920	Pennsylvania	232,080	42,100	92,830
Illinois	226,900	37,700	93,030	Rhode Island	20,390	4,200	8,360
Indiana	137,890	25,300	56,530	South Carolina	56,290	12,600	23,080
Iowa	111,200	24,000	45,590	South Dakota	30,220	5,800	12,390
Kansas	62,000	13,000	25,420	Tennessee	113,000	26,000	46,310
Kentucky	52,490	13,200	21,520	Texas	346,130	74,000	138,450
Louisiana	99,020	24,100	40,600	Utah	84,610	19,500	34,690
Maine	47,340	9,800	19,410	Vermont	17,170	3,300	7,040
Maryland	65,510	11,500	26,860	Virginia	119,890	23,100	49,150
Massachusetts	95,800	15,900	39,280	Washington	130,560	29,000	56,140
Michigan	259,360	50,400	105,040	West Virginia	41,370	10,000	16,960
Minnesota	160,660	29,800	65,870	Wisconsin	181,000	33,600	74,210
Mississippi	57,270	14,300	23,480	Wyoming	19,680	4,000	8,070
Missouri	107,660	21,700	44,140	U.S. Total	$5,825,410	1,155,000	$2,361,970

Note: New motorcycle retail sales include all-terrain vehicles and nopeds (limited speed motor-driven cycles under 50 cc which are not generally defined by state as mopeds). Excludes mopeds.

* The 1983 estimated annual economic value of the retail marketplace includes retail sales of motorcycles and ATV's (new and used) and parts and accessories, dealer servicing, product advertising, vehicle financing charges, insurance premiums, dealer personnel salaries, state sales and dealer personal income taxes, and vehicle registration fees. Revenues from industry publications, corporate income taxes, personal income tax from non-dealer salaries, motorcycle and aftermarket manufacturer and distributer personnel salaries and advertising, and special events attendance are not included.

Source: "1983 Estimated Retail Sales of New Motorcycles" for each state was derived by the Motorcycle Industry Council from the MIC Manufacturers Shipment Reporting System. "1983 Estimated Annual Economic Value of the Motorcycle Retail Marketplace" was derived by the Motorcycle Industry Council for each state by using as a determinant the percent of the annual motorcycle industry economic value represented by the estimated retail sales dollars for new motorcycles in a sample of states.

NEW MOTORCYCLE SALES SUMMARY: IMPORTS, WHOLESALE AND RETAIL SALES, AND INVENTORIES

In 1983, an estimated 940,000 motorcycles and all-terrain vehicles were imported, primarily from Japan, and an estimated 100,000 units were manufactured domestically. 1983 estimated wholesale sales to dealers of new motorcycles and ATV's were 1,260,000 units and estimated retail sales were 1,155,000 units.

U.S. manufacturer and distributor warehouse inventories of new motorcycles and ATV's are estimated to be about 590,000 units, and new motorcycle and ATV unit inventories for franchised dealers are estimated to be about 720,000 units.

NEW MOTORCYCLE UNIT SALES SUMMARY, 1969-1983
IMPORTS, U.S. PRODUCTION, WHOLESALE AND RETAIL SALES, AND INVENTORIES

Year	U.S. Motorcycle[1] Imports	Est. U.S.[2] Production	Total U.S. Production & Imports	Est. Whole-[3] sale Units	Est. U.S. Manufacturer/ Distributor Inventory	Est.[4] Retail Units	Est. Dealer Inventory
	(000's)	(000's)	(000's)	(000's)	(000's)	(000's)	(000's)
bef. 1969	N/A	N/A	N/A	N/A	N/A	N/A	75**
1969	640	40	680	660	20	670	65
1970	1,090	35	1,125	1,040	105	1,010	95
1971	1,540	25	1,565	1,340	330	1,240	195
1972	1,690	35	1,725	1,400	655	1,360	235
1973	1,210	45	1,255	1,580	330	1,520	295
1974	1,540*	40	1,580	1,200	710	1,200	295
1975	950*	40	990	910	790	940	265
1976	660*	80	740	1,050	480	1,050	265
1977	860*	110	970	1,100	350	1,080	285
1978	935*	80	1,015	1,000	365	975	310
1979	890*	120	1,010	1,090	285	1,085	315
1980	1,120*	130	1,250	1,190	345	1,065	440
1981	1,225*	125	1,350	1,155	540	1,045	550
1982	1,190*	100	1,290	1,025	805	960	615
1983	940*	100	1,040	1,260	585	1,155	720

Includes motorcycles, scooters, all-terrain vehicles, and nopeds (limited speed motor-driven cycles under 50 cc's which are not generally defined by state as mopeds). Mopeds are not included. See note below for more details.

* Excludes estimated moped imports (motorized bicycles) as follows:

1974	13,000	1977	190,000	1980	180,000	1983	22,000
1975	32,000	1978	350,000	1981	67,000		
1976	78,000	1979	130,000	1982	18,000		

Estimated imports of all-terrain vehicles included in 1981-1983 imports.

** 1969 estimated dealer inventory based on 3,000 estimated dealerships with a 25 unit inventory each.

[1]Source: U.S. Motorcycle Imports, Werner C. Single, Foreign Trade Services, W. New York, New Jersey.

[2]Source: MIC estimate derived from R.L. Polk & Co. new motorcycle registrations and information offered by U.S. manufacturers.

[3]Source: Total industry wholesale sales to dealers were estimated by MIC from wholesale sales by major brands (MIC Manufacturers Shipment Reporting System, 1972-1983, and MIC Distributor Industry Profile, 1969-1971), adjusted to include sales by other brands according to the estimated market share represented by the major brands based on new motorcycle registrations (R.L. Polk & Co., Detroit, Michigan).

[4]Source: Total industry retail sales were estimated by MIC from new motorcycle registrations (R.L. Polk & Co., Detroit, Michigan), adjusted for the unregistered portion according to the % of registrations among wholesale sales by major brands (MIC Manufacturers Shipment Reporting System and MIC Distributor Industry Profile).

U.S. MOTORCYCLE IMPORTS By YEAR, COUNTRY ENGINE DISPLACEMENT

In 1983, 540,000 motorcycles with a dutiable value of $697 million were imported into the United States. Of these units imported 96.8% were from Japan, 2.5% from European countries, and .7% from other countries. In addition to these motorcycles, 22,000 mopeds or motorized bicycles were imported in 1983 primarily from European countries. All-terrain vehicles are not included.

The imports with relatively small engines, less than 191 cc displacement, represented 32% of the total units imported, but only 14% of the total dutiable dollar volume. Motorcycle imports with relatively large engines, over 490 cc displacement, represented another 52% of the units imported and 74% of the total dutiable dollar volume in 1983.

U.S. MOTORCYCLE IMPORTS BY COUNTRY 1977-1983

	1977	1978	1979	1980	1981	1982	1983
Japan							
Units	796,406	882,038	848,959	1,072,856	1,032,520	897,861	522,573
$ Value	$532,843,349	$741,232,155	$825,909,951	$1,091,699,966	$1,270,949,357	$1,079,362,753	$666,284,854
European Countries							
Units	58,612*	50,623*	33,824*	40,455*	22,112*	16,100*	13,597*
$ Value	$ 51,881,312	$ 54,297,847	$ 40,121,247	$ 44,199,496	$ 39,213,065	$ 27,977,592	$ 29,266,634
All Others							
Units	4,826*	2,825*	3,969*	6,905*	2,081*	3,242*	4,043*
$ Value	$ 3,189,543	$ 1,737,985	$ 4,258,537	$ 6,036,560	$ 3,624,403	$ 2,827,574	$ 1,633,326
Total							
Units	859,844*	935,486*	886,752*	1,120,216*	1,056,713*	917,203*	540,213*
$ Value	$587,914,204	$797,267,987	$870,289,735	$1,141,936,022	$1,313,786,825	$1,110,167,919	$697,184,814

Dollar Value = Dutiable value for 1977-1979 and C.I.F. value for 1980 and subsequent years. All-terrain vehicles not included.

U.S. MOTORCYCLE IMPORTS BY ENGINE DISPLACEMENT 1977-1983

	1977	1978	1979	1980	1981	1982	1983
Under 191 cc							
Units	409,358*	410,260*	390,900*	418,829*	313,944*	312,891*	175,212*
$ Value	$142,050,671	$163,144,748	$173,583,756	$ 189,667,483	$ 154,771,771	$ 152,019,038	$ 94,634,569
191-490 cc							
Units	177,540	203,659	166,768	316,596	249,586	182,948	75,321
$ Value	$128,533,044	$173,111,295	$167,195,874	$ 307,104,651	$ 259,816,032	$ 198,421,920	$ 82,609,575
491-790 cc							
Units	208,213	226,584	224,984	240,604	369,142	298,182	215,975
$ Value	$230,790,557	$301,554,886	$326,914,082	$ 372,062,671	$ 639,025,333	$ 532,150,656	$362,771,480
Over 790 cc							
Units	42,420	76,182	93,222	127,518	120,224	119,625	65,093
$ Value	$ 72,390,646	$153,575,906	$198,020,881	$ 266,590,704	$ 258,903,692	$ 226,188,672	$153,545,173
Unspecified							
Units	22,313	18,801	10,878	16,669	3,817	3,557	8,612
$ Value	$ 14,149,286	$ 5,881,152	$ 4,575,142	$ 6,510,513	$ 1,269,997	$ 1,387,633	$ 3,624,017
Total							
Units	859,844*	935,486*	886,752*	1,120,216*	1,056,713*	917,203*	540,213*
$ Value	$587,914,204	$797,267,987	$870,289,735	$1,141,936,022	$1,313,786,825	$1,110,167,919	$697,184,814

Dollar Value = Dutiable value for 1977-1979 and C.I.F. value for 1980-1983.

All-terrain vehicles not included.

*Excludes estimated imports of mopeds (motorized bicycles) as follows:

1977—192,677 units, $45,494,126
1978—350,027 units, $90,470,166
1979—129,663 units, $36,775,715
1980—182,037 units, $61,714,528
1981— 66,779 units, $23,097,89[illegible]
1982— 18,145 units, $ 4,384,230
1983— 21,645 units. $ 5,471,009

Source: U.S. Dept. of Commerce, Domestic and International Business Administration.

U.S. Motorcycle Imports, Werner C. Single, Foreign Trade Services, W. New York, New Jersey.

NEW MOTORCYCLE WHOLESALE SALES By MAJOR BRANDS

In 1983 estimated wholesale sales of new motorcycles and all-terrain vehicles (ATV's) to dealers by the five leading brands (Harley-Davidson, Honda, Kawasaki, Suzuki, and Yamaha) in the United States were 1,241,808 units valued at a wholesale dollar volume of $1.99 billion and an estimated retail dollar volume of $2.47 billion.

Of the total units wholesaled in 1983, 43.4% were on-highway motorcycles, 51.7% were off-highway motorcycles, and the remaining 4.9% were dual purpose motorcycles. About three fourths (76%) of the new motorcycles shipped to dealers in 1983 had four-cycle engines, and almost two thirds (65%) had an engine displacement less than 350 cubic centimeters. The five leading states in wholesale units sales, California, Texas, New York, Ohio and Michigan, accounted for almost one third of the total U.S. wholesale sales in 1983.

NEW MOTORCYCLE WHOLESALE SALES BY MAJOR BRANDS, 1979-1983

				Units									
				Model Type			Engine Type		Displacement Size (cc)				
	Wholesale $ Volume	Est. Retail $ Volume	Total Units	On-Highway	Off-Highway	Dual Purpose	Two Stroke	Four Stroke	Under 125 cc	125-349 cc	350-449 cc	450-749 cc	750 cc & Up
	($000's)	($000's)											
1979 (% of Total Units)	$1,348,945	$1,689,895	1,046,577 (100.0%)	584,316 (55.8%)	320,590 (30.6%)	141,671 (13.6%)	356,360 (34.1%)	690,217 (65.9%)	361,410 (34.5%)	192,348 (18.4%)	129,047 (12.3%)	151,620 (14.5%)	212,152 (20.3%)
1980 (% of Total Units)	$1,702,130	$2,136,866	1,156,843 (100.0%)	711,295 (61.4%)	332,753 (28.9%)	112,795 (9.7%)	314,854 (27.2%)	841,989 (72.8%)	322,294 (27.9%)	263,336 (22.8%)	133,069 (11.5%)	182,202 (15.7%)	255,942 (22.1%)
1981 (% of Total Units)	$1,861,821	$2,326,790	1,137,918 (100.0%)	669,062 (58.8%)	391,599 (34.4%)	77,257 (6.8%)	271,633 (23.9%)	866,285 (76.1%)	270,743 (23.8%)	301,357 (26.5%)	78,476 (6.9%)	225,589 (19.8%)	261,753 (23.0%)
1982 (% of Total Units)	$1,600,070	$1,993,127	1,018,840 (100.0%)	495,521 (48.6%)	476,419 (46.8%)	46,900 (4.6%)	286,529 (28.1%)	732,311 (71.9%)	307,713 (30.2%)	342,283 (33.6%)	28,223 (2.7%)	117,519 (11.6%)	223,102 (21.9%)
1983 (%of Total Units)	$1,985,979	$2,468,186	1,241,808 (100.0%)	539,040 (43.4%)	641,758 (51.7%)	61,010 (4.9%)	294,256 (23.7%)	947,552 (76.3%)	294,711 (23.7%)	507,960 (40.9%)	25,873 (2.1%)	215,026 (17.3%)	198,238 (16.0%)

NEW MOTORCYCLE WHOLESALE SALES BY MAJOR BRANDS IN TEN LEADING STATES, 1979-1983

State	1983 Rank	1983 Units	1982 Rank	1982 Units	1981 Rank	1981 Units	1980 Rank	1980 Units	1979 Rank	1979 Units
California	1	156,269	1	121,277	1	139,336	1	134,773	1	146,072
Texas	2	80,172	2	78,868	2	78,228	2	79,142	2	73,097
New York	3	58,689	3	48,117	4	47,283	4	53,154	3	43,053
Ohio	4	58,228	4	39,808	7	41,122	7	40,846	6	37,712
Michigan	5	53,714	8	35,689	8	38,391	9	34,651	9	34,547
Florida	6	46,004	5	36,977	3	48,953	3	53,374	4	42,757
Pennsylvania	7	45,231	7	35,838	6	41,731	5	44,279	8	35,703
Illinois	8	39,548	6	36,353	5	42,364	6	44,044	5	40,453
Wisconsin	9	35,703	10	29,129	—	—	—	—	—	—
Minnesota	10	32,442	—	—	10	35,774	—	—	—	—
Louisiana	—	—	9	30,647	9	36,630	8	36,071	—	—
Iowa	—	—	—	—	—	—	10	34,430	7	36,357
Washington	—	—	—	—	—	—	—	—	10	30,330

NOTE: Includes all-terrain vehicles and nopeds (limited speed motor-driven cycles under 50 cc's which are not generally defined by state as mopeds). Excludes mopeds. See page 6 for model type definitions.

Source: Manufacturers Shipment Reporting System, Annual Statistical Report, 1979-1983 Motorcycle Industry Council, Inc., Costa Mesa, California.
Includes wholesale shipments to dealers by Harley-Davidson, Honda, Kawasaki, Suzuki, and Yamaha.

NEW MOTORCYCLE REGISTRATIONS By STATE

In 1983 first-time registrations of new motorcycles for use on public roads in the United States were reported to be 739,650 or 64% (excluding Oklahoma) of the estimated 1,155,000 new motorcycle retail sales.

The five leading states, California, Texas, Florida, Illinois, and New York, reported over one third (35%) of the nation's new motorcycle registrations. A slightly greater portion of the estimated retail sales of new motorcycles tends to be registered for use on-highway in the midwestern and eastern states than in the western and southern states.

NEW MOTORCYCLE REGISTRATIONS BY STATE, 1978-1983

Total U.S.	1978 764,097	1979 861,185	1980 838,193	1981 794,001	1982 689,316	1983 739,650
State						
Alabama	14,400	16,630	14,869	13,906*	15,577*	22,882*
Alaska	2,636	2,099	2,151	2,626*	1,917*	2,267*
Arizona	9,134	10,074	10,760	9,913	8,575	8,328
Arkansas	3,200	5,622	6,219	6,578	5,832	9,688*
California	110,072	115,978	95,966	83,325	80,153	87,486
Colorado	12,572	15,790	14,018	14,295	11,789	10,208
Conn.	8,500	11,493	10,961	10,052	8,030	8,668
Delaware	1,191	1,792	1,607	1,699	1,258	1,086
D.C.	519	703	648	620	750	865
Florida	26,994	33,129	40,363*	38,467*	33,329*	40,220*
Georgia	19,055	22,866	24,380	21,023	16,235*	20,112*
Hawaii	1,900	665	1,669	1,442	1,224	987
Idaho	8,623	9,213	8,179	5,973	4,893	4,797
Illinois	35,168	36,507	35,022*	36,228	36,777*	39,871*
Indiana	21,267	21,306	20,885	18,534	14,737	13,762
Iowa	22,953	31,712	28,570	25,573	14,144	11,452
Kansas	10,231	13,984	14,085	13,131	11,443	10,118*
Kentucky	6,137	6,490	6,068	6,786	5,375	5,219
Louisiana	18,487	20,251	29,045*	31,830*	26,229*	24,518*
Maine	5,244	5,455	6,070	6,140	4,838	4,147
Maryland	11,726	12,172	11,668	10,132	7,323	8,387
Mass.	9,815	11,836	11,797	11,621	9,463	10,044
Michigan	29,901	29,930	23,644	25,312	22,957	24,615
Minn.	18,385	20,001	21,649	21,981	17,605*	17,190*
Miss.	8,989	9,346*	11,271*	12,002*	11,736*	12,600*
Missouri	13,336	16,435	16,378*	15,936*	13,853*	16,527*
Montana	5,541	4,870	5,088	5,015	3,739	3,483
Nebraska	7,037	8,505	8,470	8,100	5,833	5,448
Nevada	3,584	4,425	3,494	3,126	2,542	2,184*
N.H.	4,152	5,958	5,570	5,560	4,476	4,629
New Jersey	17,195	19,617	19,496	13,046	11,638	12,652
New Mexico	7,529	8,001	8,098	8,485	8,031*	8,266*
New York	31,197	38,684	36,897	34,589	32,213	33,844
N.C.	8,370	7,828	12,285	10,803	8,871	10,484
N.D.	3,724	3,678	4,256	4,464	3,444	3,134
Ohio	32,329	32,966	30,197	29,209	23,433	28,857
Oklahoma	N/A	N/A	N/A	N/A	N/A	N/A
Oregon	16,329	16,621*	15,288*	13,823*	12,427*	17,038*
Penn.	30,751	35,936	35,232	31,686	27,646	28,466
R.I.	2,440	2,883	3,507	2,972	2,624	2,948
S.C.	4,815	5,308	6,435	7,379	6,843	8,335
S.D.	4,216	4,966	5,298*	5,997	4,226*	4,056*
Tenn.	11,609	11,252	11,390	10,793	10,001	10,850*
Texas	61,603	78,067	75,235	71,024	65,641*	59,453*
Utah	9,691	11,745	10,227	11,897	9,731*	12,277*
Vermont	2,403	2,467	2,602	2,155	2,266	2,140*
Virginia	9,840	10,740	10,392	10,704	8,769	10,227
Washington	28,708	32,756	29,066*	26,485	23,729*	28,459*
West Va.	5,389	5,787	5,211	4,750	3,867	5,411*
Wisconsin	19,918	23,367	23,255	23,297	18,489	18,536
Wyoming	3,292	3,279	3,262	3,517	2,795	2,429*

* New registrations in these states include an unusually high percentage (10%-60%) of off-highway motorcycles and all-terrain vehicles.

Source: New Motorcycle Registrations, R.L. Polk & Co., Detroit, Michigan, Oklahoma excluded. Permission for further use must be obtained from R.L. Polk & Co.

NEW MOTORCYCLE REGISTRATIONS By LEADING BRANDS

The nation's five major brands accounted for 98.8% of the new motorcycles registered for use on public roads in 1983. Honda, the leading brand during the past two decades, ranked first in 1983 with 53.4% of the street registered market, followed by Yamaha with 19.3%, Suzuki with 12.1% and Kawasaki with 10.3%. Harley-Davidson ranked fifth in 1983 with 3.7% of the new motorcycle registrations. The market share for each of the remaining motorcycle brands distributed in the United States was reported to be less than 1% in 1983.

NEW MOTORCYCLE REGISTRATIONS 10 LEADING BRANDS BY MARKET SHARE, 1978-1983

Make	1983		1982		1981		1980		1979		1978	
	Rank	Mrkt. Share	Rank	Mrkt. Share	Rank	Mrkt. Share	Rank	Mrkt. Share	Rank	Mrkt. Share	Rank	Mrkt. Share
Honda	1	53.4%	1	43.2%	1	37.5%	1	38.8%	1	39.2%	1	35.3%
Yamaha	2	19.3%	2	22.8%	2	25.4%	2	23.4%	2	23.1%	2	25.9%
Suzuki	3	12.1%	3	14.7%	4	14.0%	4	15.2%	4	13.3%	4	13.2%
Kawasaki	4	10.3%	4	13.2%	3	16.2%	3	15.7%	3	14.9%	3	15.5%
Harley-Davidson	5	3.7%	5	4.7%	5	5.2%	5	4.9%	5	6.3%	5	6.6%
BMW	6	0.6%	6	0.6%	7	0.4%	7	0.4%	6	0.7%	7	0.6%
Husqvarna	7	0.2%	8	0.2%	9	0.2%	9	0.2%	10	0.3%	9	0.4%
Vespa	8	0.1%	7	0.3%	6	0.5%	6	0.8%	7	0.7%	—	—
Moto Guzzi	9	0.1%	10	0.1%	—	—	—	—	—	—	—	—
Triumph	10	*	—	—	8	0.2%	8	0.3%	8	0.6%	6	0.8%
Can Am	—	—	9	0.1%	10	0.1%	10	0.1%	—	—	—	—
Hodaka	—	—	—	—	—	—	—	—	9	0.3%	8	0.5%
Bultaco	—	—	—	—	—	—	—	—	—	—	10	0.3%

* Less than 0.05%.

Includes some off-highway motorcycle and all-terrain vehicle registrations.

Source: New Motorcycle Registrations, R.L. Polk & Co., Detroit, Michigan, Oklahoma excluded. Permission for further use must be obtained from R.L. Polk & Co.

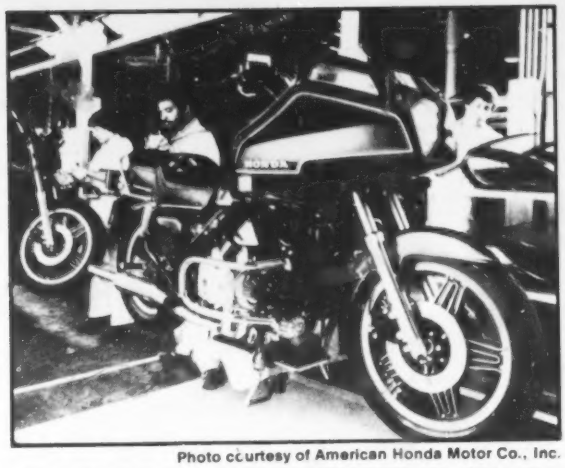


Photo courtesy of American Honda Motor Co., Inc.

MANUFACTURERS & DISTRIBUTORS

PROFILE OF MAJOR U.S. MOTORCYCLE MANUFACTURERS AND DISTRIBUTORS

In 1983 the five leading brands distributed in the United States, Harley-Davidson, Honda, Kawasaki, Suzuki, and Yamaha, accounted for roughly 98% of the nation's estimated 1,155,000 new motorcycle and ATV retail sales.

Four of the five major brands are manufactured in Japan and have been distributing motorcycles in the U.S. for a relatively short time, twenty-five years or less. Harley-Davidson, the fifth ranking brand, has been manufacturing and distributing motorcycles in the U.S. for over seventy years. Besides motorcycles and ATV's, the five leading U.S. distributors also sell a wide range of other products in the U.S., including automobiles, snowmobiles, mopeds, golf carts, go carts, power products, and sailboats.

PROFILE OF MAJOR U.S. MOTORCYCLE MANUFACTURERS/DISTRIBUTORS

Brand	U.S. Motorcycle Distributor	Motorcycle Manufacturer	Year of U.S. Incorporation	Other Products Sold in U.S.
Harley-Davidson	Harley-Davidson Motor Co., Inc. 3700 W. Juneau Avenue Milwaukee, WI 53201 (414) 342-4680	Same as distributor	1907	Motorcycle accessories.
Honda	American Honda Motor Company, Inc. 100 West Alondra Blvd. Gardena, CA 90247 (213) 321-8680	Honda Motor Co., Ltd. No. 27-8, 6 Chome, Jingumae Shibuya-Ku, Tokyo, 150, Japan Honda America Mfg., Inc. 24000 U.S. Route 33, P.O. Box 420 Marysville, Ohio 43040	1959	Automobiles, all-terrain vehicles, scooters, mopeds (motorized bicycles), accessories for motorcycles and products above, power products (generators, rototillers, outboards, lawnmowers).
Kawasaki	Kawasaki Motors Corp., U.S.A. 2009 E. Edinger Avenue Santa Ana, CA 92705 (714) 835-7000	Kawasaki Heavy Industries, Ltd. 1-1, Kawasaki-cho Akashi 673, Hyogo-ken, Japan Kawasaki Motors Manufacturing 6600 N.W. 27th St. Lincoln, Nebraska 68524	1967	All-terrain vehicles, Jet Skis, accessories for motorcycles and products above, small engines, generators.
Suzuki	U.S. Suzuki Motor Corp. 3251 East Imperial Hwy. Brea, CA 92621 (714) 996-7040	Suzuki Motor Co., Ltd. Hamamatsu-Nishi, P.O. Box 1 432-91 Hamamatsu, Japan	1963	Motorcycle accessories, outboard engines, generators, all-terrain vehicles.
Yamaha	Yamaha Motor Corp., U.S.A. 6555 Katella Ave. Cypress, CA 90630 (714) 761-7300 (714) 761-7330 (Engineering Div.)	Yamaha Motor Co., Ltd. 2500 Shingai, Iwata-Shi Shizuoka-Ken, Japan	1960	Snowmobiles, snowmobile and motorcycle accessories, go cart engines, go carts, golf carts, generators, mopeds (motorized bicycles), scooters, all-terrain vehicles, sailboats, outboard engines.

Source: Information obtained by the Motorcycle Industry Council from the U.S. distributors above.

OTHER U.S. MOTORCYCLE MANUFACTURERS/ DISTRIBUTORS

While the five major brands accounted for roughly 98% of 1983 retail sales in the United States, the remaining 2% of new motorcycle sales are distributed among over thirty brands.

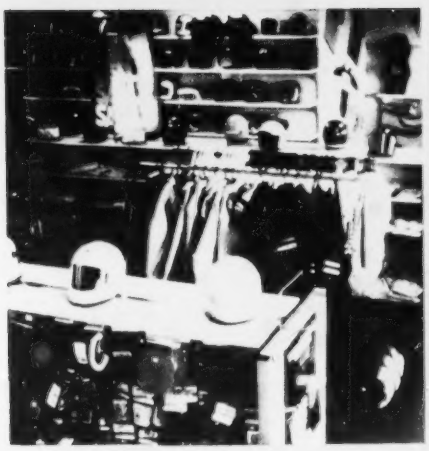
About two thirds of the motorcycle sales from these thirty brands are generated by BMW, Bultaco, Can-AM, Husqvarna, Moto Guzzi, Triumph, and Vespa. Although the U.S. motorcycle market share for most of these brands listed below is quite small, some of these brands are greater contributors to foreign markets.

OTHER 1984 U.S. MOTORCYCLE MANUFACTURERS/DISTRIBUTORS

BRAND	PRIMARY U.S. MANUF./DIST.	COUNTRY OF MANUFACTURE
Ammex	Apache Limited 20872 Currier Road Walnut, California 91789 (714) 598-1985	Mexico
Bajaj	Bajaj America 1237 Gadsden Street Columbia, South Carolina 29201 (803) 779-5361	India
Benelli	Benelli/Moto Guzzi North America 1501 Caton Avenue Baltimore, Maryland 21227 (301) 646-3630	Italy
Bimota	Cosmopolitan Motors 301 Jacksonville Road Hatboro, Pennsylvania 19040 (215) 672-9100	Italy
BMW	BMW of North America BMW Plaza Montvale, New Jersey 07645 (201) 573-2000	West Germany
Bultaco	Bultaco International Ltd. P.O. Box 62572 Virginia Beach, Virginia 23462 (804) 490-3528	Spain
Cagiva	Cagiva of North America 20030 S. Normandie Ave. Torrance, California 90502 (213) 538-9337	Italy
Can-Am	Bombardier Corporation Can-Am Division 4505 West Superior Duluth, Minnesota 55806 (218) 628-2881	England
Derbi	Derbi Motor Corp. of America 1852 Langley Avenue Irvine, California 92714 (714) 556-8961	Spain
Ducati	Cagiva of North America 20030 S. Normandie Ave. Torrance, California 90502 (213) 538-9337	Italy
E-Z Rider	Kinsmen E-Z Rider, Inc. 430 East 16th Street Paterson, New Jersey 07514 (201) 342-7600	U.S.
Heald	Carl Heald, Inc. P.O. Box 1148 Benton Harbor, Michigan 49022 (616) 849-3400 (800) 253-1030	U.S.
Hesketh	Aston-Martin Lagonda of North America 342 W. Putnam Ave. Greenwich, Connecticut 06830 (203) 629-8830	England
Husqvarna	Husqvarna Motorcycle Co., Inc. 4925 Mercury Street San Diego, California 92111 (619) 565-1414	Sweden
Italjet	Italjet U.S.A. (Strada Intl.) 13148 Saticoy Street N. Hollywood, California 91605-3495 (818) 982-2000	Italy

BRAND	PRIMARY U.S. MANUF./DIST.	COUNTRY OF MANUFACTURE
Jawa	Jawa Speedway Distributors Inc. 11611 Salinaz #E Garden Grove, California 92643 (714) 638-5951	Czecho-slovakia
KTM	K T M America 1906 Broadway Lorain, Ohio 44052 (216) 244-2726	Austria
Lambretta	Cosmopolitan Motors 301 Jacksonville Road Hatboro, Pennsylvania 19040 (215) 672-9100	Italy
Laverda	Slater Brothers P.O. Box 730 Kenwood, California 95452 (707) 833-2622	Italy
Maico	Maico U.S.A. Inc. 1256 Progress Road Wilroy Industrial Park Suffolk, Virginia 23434 (804) 934-2305	West Germany
Montesa	Cosmopolitan Motors 301 Jacksonville Road Hatboro, Pennsylvania 19040 (215) 672-9100	Spain
Moto Guzzi	Benelli/Moto Guzzi North America 1501 Caton Avenue Baltimore, Maryland 21227 (301) 646-3630	Italy
Moto Morini	Herdan Corporation Route 61 Port Clinton, Pennsylvania 19549 (215) 562-3155	Italy
M-Star	M-Star Motorcycle Corp. 740 E. Santa Maria Street Santa Paula, California 93060 (805) 525-3364	West Germany
Ossa	Slater Brothers Ossa America P.O. Box 730 Kenwood, California 95452 (707) 833-2622	Spain
Rickman	Target Motorsports 9911 Central Road Apple Valley, California 92307 (619) 247-4327	England
Riva	Yamaha Motor Corp., USA 6555 Katella Avenue Cypress, California 90630 (714) 761-7300	Japan
Rokon	Rokon, Ltd. Route 202 North Jaffrey, New Hampshire 03452 (603) 532-8335	U.S.
Strociek	Strociek Engineering 10485 Product Drive Rockford, Illinois 61111 (815) 654-0141	U.S.
Trail-Bronc	Carl Heald, Inc. P.O. Box 1148 Benton Harbor, Michigan 49022 (616) 849-3400	U.S.
Vespa	Vespa of America Corp. 385 Oyster Point Blvd. #6 S. San Francisco, California 94080 (415) 872-1414	Italy

NOTE: This list includes only those companies manufacturing and/or distributing motorcycles in the U.S. as of June 1, 1984. Although this information was obtained from the most authoritative sources available (individual companies were contacted by the Motorcycle Industry Council), the Motorcycle Industry Council is not responsible for accuracy or completeness.



THE RETAIL MARKETPLACE

MOTORCYCLE RETAIL OUTLETS, EMPLOYEES, AND PAYROLL

Of the estimated 8,525 retail outlets selling motorcycles and related products in the U.S. in 1984, 60% are retail outlets franchised to sell new motorcycles or all-terrain vehicles (ATV's), and 40% are retail outlets specializing in motorcycle parts, accessories, riding apparel, used motorcycles or service, but not franchised to sell new motorcycles or ATV's.

Motorcycle retail outlets employ an estimated 50,700 employees at an estimated annual payroll of $579 million, including owner and manager salaries and advances.

In all states but Alaska retail motorcycle dealers have formed nonprofit associations to engage in government relations and other activities for the good of the motorcycle industry in their state. The MIC recognizes and supports these state associations with several information exchange programs. The addresses of the state associations are listed on page 44 of this publication.

	1984 Franchised Motorcycle Retail Outlets			1984 Non-Franchised Motorcycle Retail Outlets			1984 Total Motorcycle Retail Outlets		
	# Of Outlets	Est. # Of Employees	Est. Annual Employee Payroll ($000's)	# Of Outlets	Est. # Of Employees	Est. Annual Employee Payroll ($000's)	# Of Outlets	Est. # Of Employees	Est. Annual Employee Payroll ($000's)
Total U.S.	**5,117**	**38,528**	**$465,617**	**3,408**	**12,178**	**$113,692**	**8,525**	**50,706**	**$579,309**
State									
Alabama	88	704	8,290	27	92	885	115	796	9,175
Alaska	29	249	3,458	5	16	158	34	265	3,616
Arizona	67	576	7,989	51	163	1,610	118	739	9,599
Arkansas	76	608	7,160	26	88	852	102	696	8,012
California	463	3,982	55,207	517	1,654	16,320	980	5,636	71,527
Colorado	97	834	11,566	44	141	1,389	141	975	12,955
Connecticut	52	385	4,532	41	152	1,889	93	537	6,421
Delaware	10	74	871	11	41	507	21	115	1,378
D.C.	1	7	87	3	11	138	4	18	225
Florida	177	1,416	16,675	156	530	5,114	333	1,946	21,789
Georgia	106	848	9,986	47	160	1,541	153	1,008	11,527
Hawaii	6	52	715	7	22	221	13	74	936
Idaho	61	525	7,273	16	51	505	77	576	7,778
Illinois	220	1,408	15,311	158	616	4,448	378	2,024	19,759
Indiana	145	928	10,091	126	491	3,547	271	1,419	13,638
Iowa	130	832	9,047	74	289	2,083	204	1,121	11,130
Kansas	92	589	6,403	28	109	788	120	698	7,191
Kentucky	60	480	5,653	78	265	2,557	138	745	8,210
Louisiana	96	768	9,044	41	139	1,344	137	907	10,388
Maine	43	318	3,747	27	100	1,244	70	418	4,991
Maryland	50	370	4,357	40	148	1,843	90	518	6,200
Mass.	72	533	6,275	53	196	2,442	125	729	8,717
Michigan	195	1,248	13,571	145	566	4,082	340	1,814	17,653
Minnesota	135	864	9,395	53	207	1,492	209	1,071	10,887
Mississippi	64	512	6,029	21	71	688	85	583	6,717
Missouri	109	698	7,586	74	289	2,083	162	987	9,669
Montana	69	593	8,227	13	42	410	82	635	8,637
Nebraska	82	525	5,707	20	78	563	102	603	6,270
Nevada	26	224	3,100	22	70	694	48	294	3,794
N.H.	38	281	3,312	17	63	783	55	344	4,095
New Jersey	101	747	8,802	78	289	3,594	179	1,036	12,396
New Mexico	47	404	5,604	21	67	663	68	471	6,267
New York	236	1,746	20,567	147	544	6,774	383	2,290	27,341
N.C.	108	864	10,175	55	187	1,803	163	1,051	11,978
N.D.	54	346	3,758	8	31	225	62	377	3,983
Ohio	205	1,312	14,267	348	1,357	9,798	553	2,669	24,065
Oklahoma	87	696	8,196	47	160	1,541	134	856	9,737
Oregon	91	783	10,851	31	99	979	122	882	11,830
Penn.	255	1,887	22,222	159	588	7,327	414	2,475	29,549
R.I.	15	111	1,307	13	48	599	28	159	1,906
S.C.	50	400	4,710	19	65	623	69	465	5,333
S.D.	48	307	3,341	9	35	253	57	342	3,594
Tennessee	106	848	9,986	54	184	1,770	160	1,032	11,756
Texas	297	2,376	27,980	261	888	8,556	558	3,264	36,536
Utah	54	464	6,439	19	61	600	73	525	7,039
Vermont	27	200	2,353	5	19	230	32	219	2,583
Virginia	90	720	8,479	48	163	1,574	138	883	10,053
Washington	116	998	13,831	34	109	1,073	150	1,107	14,904
West Virg.	48	355	4,133	19	70	876	67	425	5,059
Wisconsin	175	1,120	12,179	85	332	2,393	260	1,452	14,572
Wyoming	48	413	5,723	7	22	221	55	435	5,944

Note: A **franchised motorcycle outlet** is defined as a motorcycle retail outlet franchised to sell new motorcycles or all-terrain vehicles (ATV's). A **non-franchised motorcycle outlet** is defined as a motorcycle retail outlet specializing in the sale of either motorcycle parts, accessories, riding apparel, used motorcycles or ATV's, or service, but not franchised to sell new motorcycles or ATV's. Because of differences in list sources, a direct comparison should not be made between the number of **non-franchised** outlets in 1983 and 1984.

Source: 1984 Motorcycle Retail Outlet Study, Motorcycle Industry Council, Inc., Costa Mesa, California, June 1984.
1983 Motorcycle Retail Outlet Profile Survey, Motorcycle Industry Council, Inc., Costa Mesa, California, March 1984.

MOTORCYCLE OUTLET RETAIL SALES

1983 motorcycle and ATV related sales and services by all retail outlets nationwide are estimated to be $4.19 billion, of which $3.75 billion are generated by outlets franchised to sell new motorcycles and ATV's, and $.044 billion by non-franchised motorcycle outlets which include parts, accessory, used motorcycle and service stores.

New motorcycles and ATV's represented just over half (56%) of the total 1983 motorcycle and ATV related retail sales and serices. Parts, accessories, and riding apparel represented about 26%, used vehicles 9%, and service labor 7%. Other related sales, such as insurance premiums and extended warranties, accounted for 1.4% of the total motorcycle and ATV related retail sales and services.

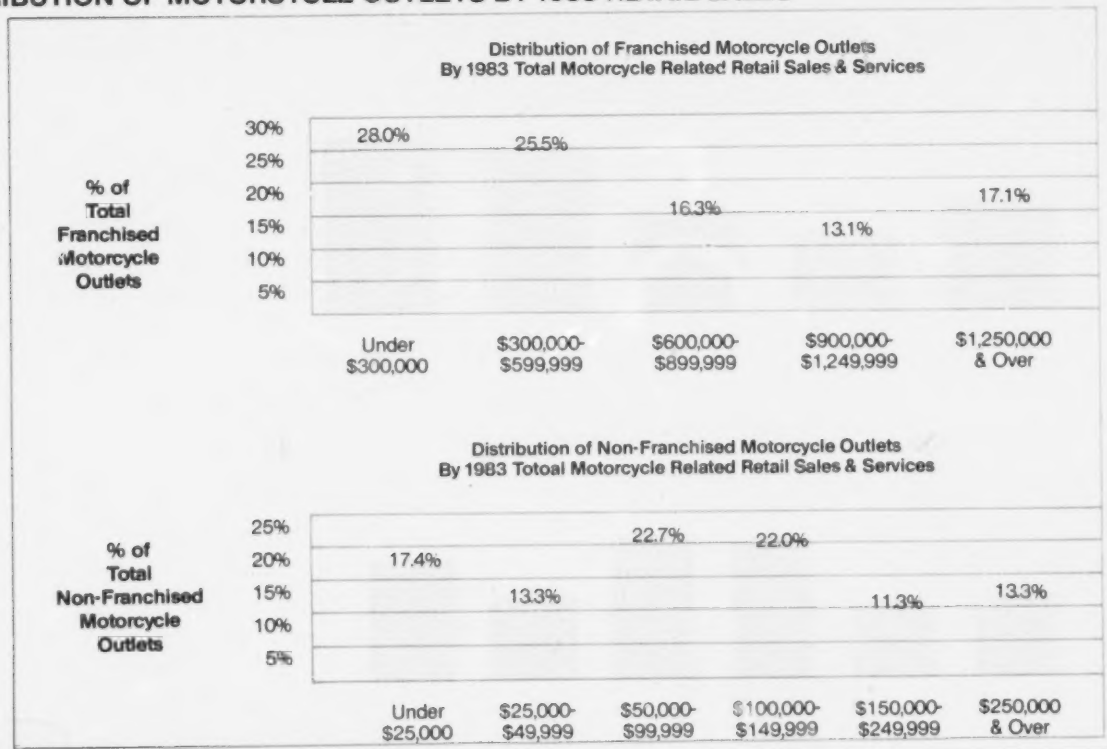
The distribution of franchised and non-franchised motorcycle outlets by their 1983 total motorcycle and ATV related retail sales and services is shown below.

1983 ESTIMATED RETAIL SALES BY U.S. MOTORCYCLE OUTLETS

	1983 Estimated Motorcycle Related Retail Sales					
	Franchised M/C Outlets	% of Total	Non-Franchised M/C Outlets	% of Total	All Motorcycle Retail Outlets	% of Total
New Motorcycles & ATV's	$2,361,968,000	63.0%	$ 0	0.0%	$2,361,968,000	56.4%
Used Motorcycles & ATV's	344,922,000	9.2	31,009,000	7.0	375,931,000	9.0
Parts, Accessories, & Riding Apparel	734,835,000	19.6	352,611,000	79.6	1,087,446,000	25.9
Service Labor	247,444,000	6.6	59,359,000	13.4	306,803,000	7.3
Other M/C Related Sales	59,986,000	1.6	0	0.0	59,986,000	1.4
Total M/C Related Sales	$3,749,155,000	100.0%	$442,979,000	100.0%	$4,192,134,000	100.0%

See page 22 for definition of franchised and non-franchised motorcycle outlets.

DISTRIBUTION OF MOTORCYCLE OUTLETS BY 1983 RETAIL SALES



Source: 1984 Motorcycle Retail Outlet Study, Motorcycle Industry Council, Inc., Costa Mesa, California, June 1984.
1983 Motorcycle Retail Outlet Profile Survey, Motorcycle Industry Council, Inc., Costa Mesa, California, March 1984.

MOTORCYCLE RETAIL OUTLET PROFILE

In 1983 the typical franchised motorcycle outlet employed an average of 7.5 persons annually at an average annual payroll of $91,000. The franchised motorcycle outlet had been in business at the same location for an average of 10 years and under its current ownership for an average of 10 years. Franchised motorcycle outlets sold an average of 190 new and 44 used motorcycle and ATV units in 1983. The average total motorcycle related sales and services for a franchised motorcycle outlet was $540,000 in 1983.

In 1983 the typical non-franchised motorcycle outlet employed an average of 3.5 persons annually at an average annual payrool of $33,000. The non-franchised motorcycle outlets had been in business at the same location for an average of 6 years and under its current ownership for an average of 8 years. The average total motorcycle related sales and services for a non-franchised motorcycle outlet was $129,000 in 1983. The distribution by type of motorcycle related sales and services for both franchised and non-franchised outlets is shown below.

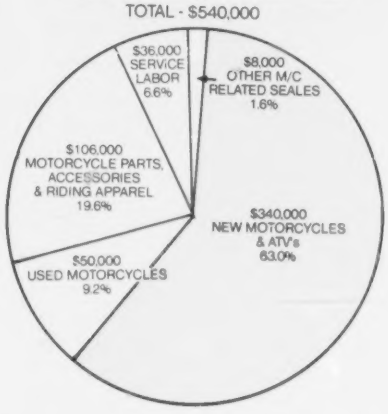
1983 MOTORCYCLE RETAIL OUTLET PROFILE

	Franchised M/C Outlet	Non-Franchised M/C Outlet
Number of Employees (Mean)	7.5	3.5
Full-Time	6.3	2.6
Part-Time	1.2	0.9
Employee Payroll (Mean) (Including owner's and mgr's salary and advances)	$91,000	$33,000
Years At Same Location (Median) (Under current & previous ownership)	10.0	6.0
Years Under Current Ownership (Median) (Whether or not at this locaiton)	10.0	8.0
Advertising & Promotional Expenditures For M/C Sales & Services (Median)	$ 8,500	$ 1,800
New Motorcycle & ATV Unit Sales (Median)	190	N/A
Used Motorcycle & ATV Unit Sales (Median)	44	N/A
Number of New Motorcycle Brands Carried (Mean)	1.6	N/A

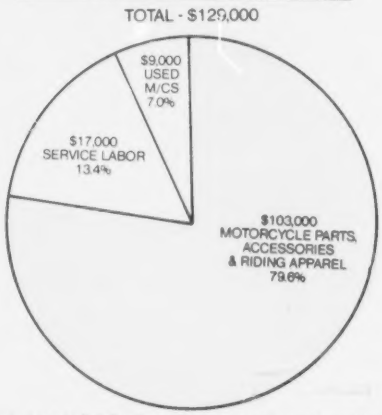
Note: See page 22 for outlet definitions.

DISTRIBUTION OF MOTORCYCLE RELATED SALES PER OUTLET

Franchised Motorcycle Outlet


TOTAL - $540,000
$36,000 SERVICE LABOR 6.6%
$8,000 OTHER M/C RELATED SEALES 1.6%
$106,000 MOTORCYCLE PARTS, ACCESSORIES & RIDING APPAREL 19.6%
$340,000 NEW MOTORCYCLES & ATV's 63.0%
$50,000 USED MOTORCYCLES 9.2%

Non-Franchised Motorcycle Outlet*



* Represents average distribution of sales by all non-franchised outlets combined and may not be typical of individual motorcycle parts, accessory, or service outlets.

Source: 1983 Motorcycle Retail Outlet Profile Survey, Motorcycle Industry Council, Inc., Costa Mesa, California, March 1984

Photo Courtesy of Motorcyclist Magazine

Photo Courtesy of Kawasaki Motors Corporation

MOTORCYCLE USAGE

U.S. MOTORCYCLE USAGE ON-HIGHWAY AND OFF-HIGHWAY By STATE

Of the 6.96 million motorcycles and ATV's in use in 1983, it is estimated that 4.1 million were used on public roads and 3.6 million were used off-highway some of the time.

Of the 4.1 million motorcycles used on-highway, the majority (84%) were on-highway motorcycles. Dual purpose motorcycles accounted for 12% of the motorcycles used on-highway.

Of the 3.6 million motorcycles and ATV's used off-highway at some time, the majority were off-highway motorcycles and ATV's (55%) and dual purpose motorcycles accounted for 31%. As many as 14% were on-highway motorcycles used off-highway.

MOTORCYCLES USED ON AND OFF-HIGHWAY IN 1983

	U.S. Total	Model Type*		
		On-Highway	Off-Highway	Dual Purpose
Total Motorcycles in Use	6,960,000	3,700,000 (100%)	1,983,000 (100%)	1,277,000 (100%)
Motorcycles Used On-Highway at Some Time (% of total in use)	4,106,000 (59%)	3463,000 (94%)	141,000 (7%)	502,000 (39%)
Motorcycles Used Off-Highway at Some Time (% of total in use)	3,613,000 (52%)	492,000 (13%)	1,983,000 (100%)	1,138,000 (89%)

*See page 6 for model type definitions. Includes all-terrain vehicles.

MOTORCYCLE USAGE BY STATE IN 1983

State	Total Motorcycles In Use	Motorcycles Used On-Highway At Some Time	Motorcycles Used Off-Highway At Some Time
Alabama	126,100	67,900	72,900
Alaska	37,200	10,700	30,700
Arizona	108,000	54,000	65,500
Arkansas	106,500	45,700	72,600
California	832,800	477,900	442,400
Colorado	117,200	68,200	63,400
Connecticut	71,800	50,900	28,000
Delaware	13,300	8,400	6,300
D.C.	1,500	1,300	400
Florida	269,200	167,500	130,500
Georgia	160,200	91,200	87,500
Hawaii	—	—	—
Idaho	63,000	29,000	43,200
Illinois	272,600	182,200	119,200
Indiana	194,100	128,800	85,400
Iowa	181,700	130,000	70,300
Kansas	94,900	60,200	45,500
Kentucky	84,400	46,100	48,100
Louisiana	176,000	75,100	118,000
Maine	49,300	32,100	22,100
Maryland	82,200	56,200	34,600
Mass.	96,400	68,100	37,600
Michigan	278,600	170,200	139,700
Minnesota	184,800	106,900	97,200
Miss.	88,100	36,000	61,300
Missouri	136,500	76,900	74,500
Montana	51,200	23,800	34,600
Nebraska	75,900	43,600	41,100
Nevada	32,100	16,200	19,500
N.H.	43,800	30,300	17,800
N.J.	124,800	84,400	52,900
New Mexico	53,400	30,300	29,700
New York	299,600	204,800	122,700
N.C.	135,800	79,700	71,600
N.D.	41,500	22,000	24,500
Ohio	288,800	193,800	124,000
Oklahoma	145,000	78,600	83,500
Oregon	112,300	57,100	68,400
Penn.	269,400	166,300	133,800
Rhode Island	23,100	17,100	8,200
S.C.	68,100	42,000	33,400
S.D.	39,800	22,700	21,700
Tenn.	161,800	84,000	96,400
Texas	460,200	263,300	247,600
Utah	96,200	44,300	64,800
Vermont	19,800	12,100	9,800
Virginia	123,400	78,600	58,300
Washington	183,000	99,300	105,000
West Va.	63,300	30,900	40,800
Wisconsin	193,000	126,900	86,300
Wyoming	28,300	12,400	19,700
U.S. Totals	6,960,000	4,106,000	3,613,000

Source: 1983 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Costa Mesa, CA.

PUBLIC LAND AND OFF-HIGHWAY MOTORCYCLE STATISTICS By STATE

Excluding Alaska which is predominantly public land, almost one fifth (18%) of the total U.S. acreage, or 410 million acres, is public land managed by federal and state government. Of this 410 million acres, 86% is in the western states.

In 1983 an estimated 3.6 million motorcycles and ATV's were used for off-highway recreational purposes. In 1983 the off-highway motorcycle and ATV industry generated an estimated $2.4 billion in consumer sales and services, and state taxes and licensing, of which $983 million is attributed to the retail sales of 672,000 new motorcycles and ATV's.

1983 PUBLIC LAND AND OFF-HIGHWAY MOTORCYCLE STATISTICS BY STATE

State	Total Acreage	(1) Public Land Acreage Fed. Gov't.	State Gov't.	% of State	(2) 1983 Sales of New Mcs. Used Off-Hwy at Some Time	(3) Total Mcs. Used Off-Hwy At Some Time	(4) 1983 Est. Annual Economic Value Of On-Hwy Retail Marketplace	Off-Hwy Mc. Penetration Off-Hwy Mcs. Per 100 Pop.	Off-Hwy Mcs. Per 1000 Public Acres
	(000)	(000)	(000)				($000)		
Alabama	32,678	1,141	48	3.6	18,000	72,900	$ 59,830	1.8	61.3
Alaska	365,482	327,029	2,973	90.3	9,400	30,700	33,320	6.8	0.1
Arizona	72,688	29,195	35	40.2	14,300	65,500	53,610	2.1	2.2
Arkansas	33,599	3,404	44	10.3	18,800	72,600	65,820	3.0	21.1
California	100,207	47,526	1,058	48.5	80,300	442,400	333,050	1.8	9.1
Colorado	66,486	23,950	160	36.3	10,500	63,400	39,830	2.0	2.6
Connecticut	3,135	10	202	6.8	4,700	28,000	16,540	0.9	132.1
Delaware	1,266	41	9	3.9	1,100	6,300	3,950	1.0	126.0
District of Columbia	39	12	N/A	30.8	0	400	40	0.1	33.3
Florida	34,721	3,652	250	11.2	22,100	130,500	75,120	1.2	33.4
Georgia	37,295	2,281	60	6.3	14,800	87,500	45,520	1.5	37.4
Hawaii	4,106	787	21	19.7	N/A	N/A	N/A	N/A	N/A
Idaho	52,933	34,282	42	64.8	7,500	43,200	27,510	4.1	12.6
Illinois	35,795	626	338	2.7	17,600	119,200	62,400	1.0	123.7
Indiana	23,158	529	54	2.5	12,300	85,400	43,300	1.5	146.5
Iowa	35,860	228	76	0.8	9,600	70,300	34,250	2.4	231.3
Kansas	52,511	733	31	1.5	7,300	45,500	26,780	1.9	59.6
Kentucky	25,512	1,418	40	5.7	7,900	48,100	24,620	1.3	33.0
Louisiana	28,868	1,157	36	4.1	17,700	118,000	61,890	2.7	99.0
Maine	19,848	136	70	1.0	5,900	22,100	21,160	1.9	107.3
Maryland	6,319	210	212	6.7	5,300	34,600	17,430	0.8	82.0
Massachusetts	5,035	85	261	6.9	6,800	37,600	23,760	0.7	108.7
Michigan	36,492	3,533	248	10.4	27,400	139,700	100,370	1.5	37.0
Minnesota	51,206	3,449	217	7.2	19,300	97,200	72,460	2.3	26.5
Mississippi	30,223	1,749	22	5.9	11,200	61,300	39,230	2.3	34.6
Missouri	44,248	2,254	97	5.3	14,400	74,500	51,890	1.5	31.7
Montana	93,271	27,468	46	29.5	5,700	34,600	21,520	4.2	1.3
Nebraska	49,032	696	137	1.7	6,000	41,100	22,920	2.5	49.3
Nevada	70,264	57,384	153	81.9	3,800	19,500	14,090	2.1	0.3
New Hampshire	5,769	738	71	14.0	3,800	17,800	13,570	1.8	22.0
New Jersey	4,814	146	279	8.8	9,300	52,900	32,830	0.7	124.5
New Mexico	77,766	25,862	107	33.4	5,200	29,700	18,990	2.1	1.5
New York	30,681	249	256	1.6	29,300	122,700	99,660	0.7	243.0
North Carolina	31,403	2,169	120	7.3	12,600	71,600	40,990	1.2	31.3
North Dakota	44,452	2,246	16	5.1	4,100	24,500	15,450	3.6	10.8
Ohio	26,222	351	304	2.5	24,000	124,000	83,230	1.1	189.3
Oklahoma	44,088	1,749	95	4.2	14,300	83,500	48,240	2.5	45.3
Oregon	61,599	30,103	88	49.0	14,400	68,400	53,480	2.4	2.2
Pennsylvania	28,804	695	269	3.3	24,600	133,800	90,050	1.1	138.8
Rhode Island	677	6	11	2.5	1,200	8,200	3,890	0.9	482.4
South Carolina	19,374	1,194	74	6.5	5,900	33,400	18,070	1.0	26.3
South Dakota	48,882	3,152	90	6.6	3,700	21,700	14,320	3.1	6.7
Tennessee	26,728	2,096	133	8.4	17,500	96,400	58,530	2.0	43.2
Texas	168,218	3,528	189	2.2	46,600	247,600	160,600	1.6	66.6
Utah	52,697	32,167	94	61.2	15,300	64,800	56,010	3.9	0.5
Vermont	5,937	320	157	8.0	2,200	9,800	8,190	1.8	20.5
Virginia	25,496	2,360	54	9.5	11,600	58,300	38,010	1.0	24.2
Washington	42,694	12,104	220	28.9	18,600	105,000	63,580	2.4	8.5
West Virginia	15,411	1,114	150	8.2	7,100	40,800	22,630	2.0	32.3
Wisconsin	35,011	1,897	72	5.6	17,900	86,300	65,700	1.8	43.8
Wyoming	62,343	30,610	123	49.3	3,100	19,700	11,830	3.7	0.6
U.S. Total	2,271,343	729,821	9,912	32.6	672,000	3,613,000	$ 2,410,060	1.5	4.9

Note: Includes competition motorcycles and all-terrain vehicles.

Source: (1) Statistical Abstract of the United States, 1983, U.S. Department of Commerce, Bureau of Census. Includes state park and recreation areas only.

(2) Derived from MIC Manufacturers Shipment Reporting System, 1983 Annual Report.

(3) 1983 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Costa Mesa, CA.

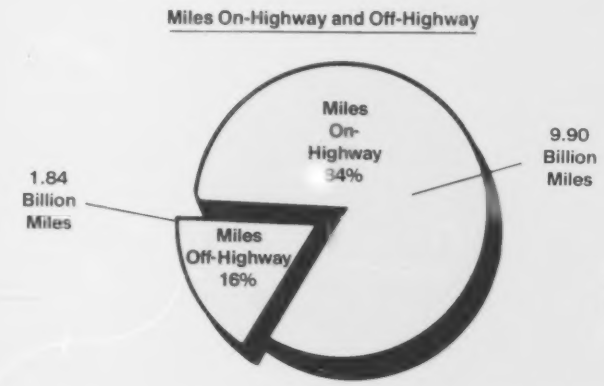
(4) Derived from "Economic Value of the Motorcycle Retail Marketplace," Page 11, 1984 Motorcycle Statistical Annual, Motorcycle Industry Council, Inc., Costa Mesa, CA. Includes retail sales of motorcycles and ATV's (new and used) and parts and accessories, dealer servicing, product advertising, vehicle financing charges, insurance premiums, dealer personnel salaries, state sales and dealer personal income taxes, and vehicle registration fees.

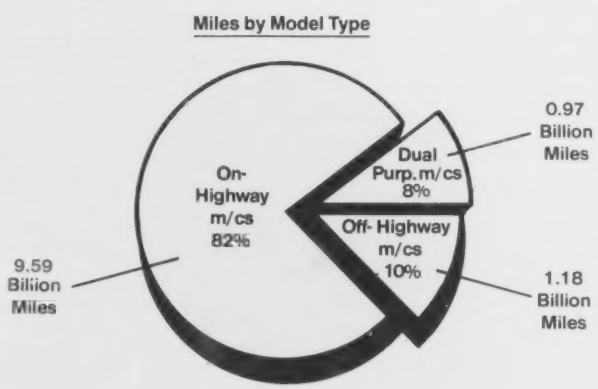
MOTORCYCLE MILES TRAVELED ON AND OFF-HIGHWAY, MILEAGE BY MODEL TYPE

It is estimated that the 6.96 million motorcycles and ATV's in use traveled roughly 11.7 billion miles (including miles traveled off-highway), compared to an estimated 1,618 billion miles traveled by all other motor vehicles in 1983. 84% of the total motorcycle mileage in 1983 was on public highways and the remaining 16% was off-highway. On-highway motorcycles accounted for the majority (82%) of motorcycle travel, while travel by dual purpose and off-highway motorcycles and ATV's represented 10% and 8% respectively.

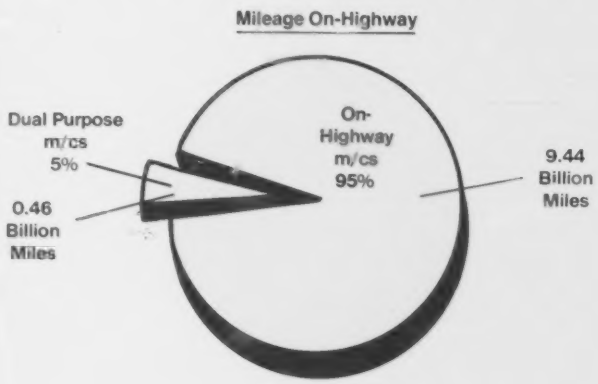
The majority (95%) of motorcycle mileage on public roads was accumulated by on-highway motorcycles, while only 5% of the mileage was traveled by dual purpose motorcycles. Off-highway motorcycles and ATV's accumulated almost two thirds (64%) of the miles traveled off-highway, and the remaining one third was divided between dual purpose motorcycles with 28% and on-highway motorcycles with 8%.

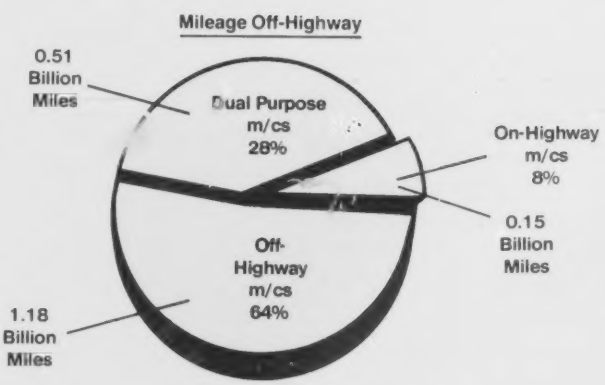
11.7 BILLION MOTORCYCLE MILES TRAVELED IN 1983





ON & OFF-HIGHWAY MILEAGE BY MODEL TYPE





Source: Derived from the Motorcycle Industry Council from the following sources:

1983 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Costa Mesa, CA.

1980 Survey of Motorcycle Ownership and Usage, conducted for the Motorcycle Industry Council by Burke Marketing Research, Inc., Cincinnati, Ohio, April 1981.

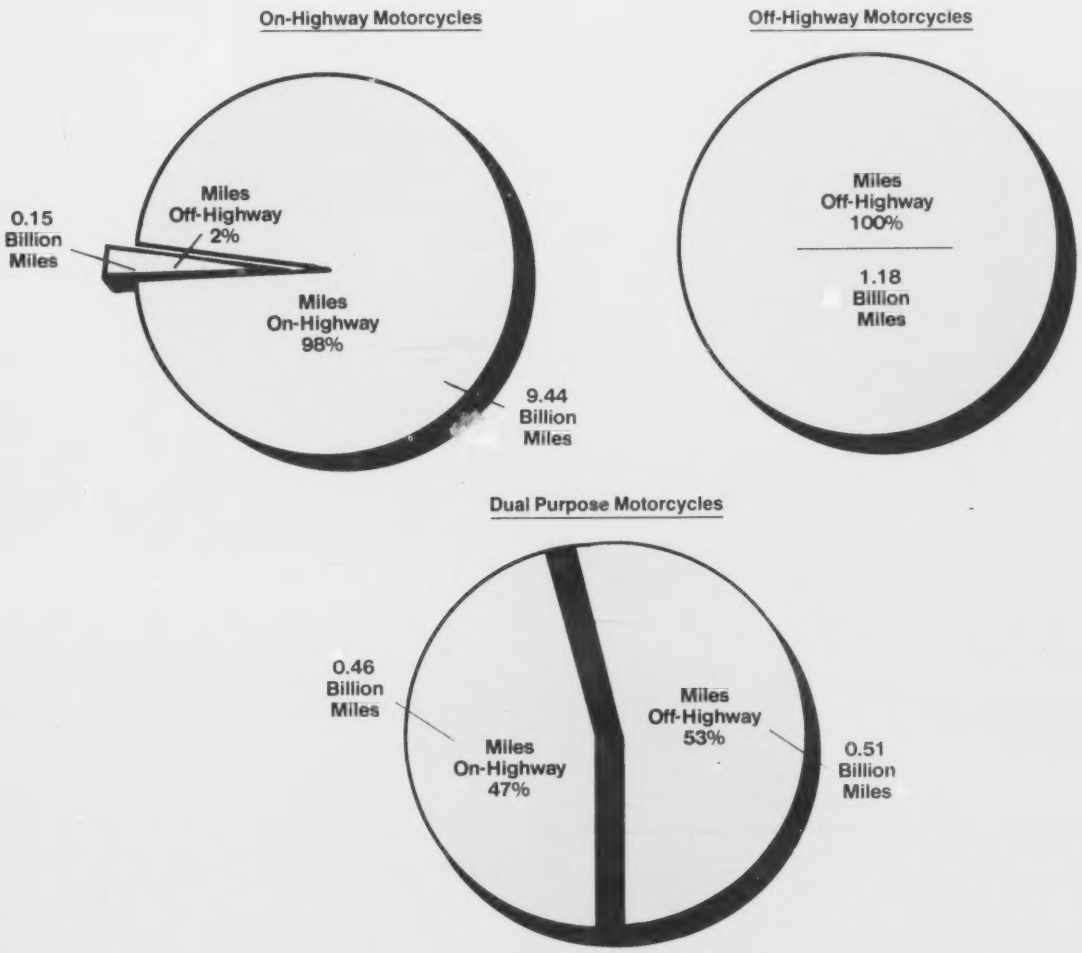
MOTORCYCLE MILES TRAVELED, MODEL TYPE By ON AND OFF-HIGHWAY MILEAGE

Of the total miles traveled by on-highway motorcycles in 1983, it is estimated that 98% was on public highways and the remaining 2% off-highway.

It is assumed that all of the mileage by off-highway motorcycles and ATV's was off public roads since these vehicles do not comply with the Federal Motor Vehicle Safety Standards for use on public roads.

Mileage by dual purpose motorcycles was slightly greater off-highway (53%) than mileage on-highway (47%) in 1983.

ON & OFF-HIGHWAY MILEAGE BY MODEL TYPE



Source: Derived by the Motorcycle Industry Council from the following sources:
1983 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Costa Mesa, CA.
1980 Survey of Motorcycle Ownership and Usage, conducted for the Motorcycle Industry Council by Burke Marketing Research, Inc., Cincinnati, Ohio, April 1981.

MOTORCYCLE AVERAGE ANNUAL MILEAGE AND COMMUTING

In 1983 motorcycles ridden on-highway traveled an average of 2,498 miles. On-highway motorcycles tend to travel more than three times the distance traveled by dual purpose motorcycles on public highways. Motorcycles and ATV's ridden off-highway traveled an average of 509 miles in 1983. Off-highway motorcycles and ATV's tend to travel farther off-highway than dual purpose and on-highway motorcycles.

The majority of on-highway (83%) and off-highway (72%) riding occurred in the spring and summer. Riding in rural areas accounted for nearly half (48%) of the miles ridden on-highway and over three fourths (79%) of the miles ridden off-highway. Weekend riding accounted for half (51%) of on-highway riding and three fifths (61%) of off-highway riding.

Of the 4.1 million motorcycles used on-highway, an estimated 2.85 million were used to commute to work or school at some time in 1983.

AVERAGE ANNUAL MILEAGE TRAVELED IN 1983

Average Annual Mileage Traveled in 1983	Total Motorcycles	On-Highway Motorcycles	Off-Highway Motorcycles	Dual Purpose Motorcycles
On-Highway	2,498	2,729	—	908
Off-Highway	509	311	594	446

ANNUAL MILEAGE BY SEASON, RIDING AREA, WEEKENDS, DAYLIGHT

	Average % of Annual Mileage*	
Season	**On-Highway**	**Off-Highway**
In Spring	27%	25%
In Summer	56%	47%
In Fall	20%	17%
In Winter	9%	10%
Riding Area		
In Major Cities	27%	8%
In Suburban Areas	34%	17%
In Rural Areas	48%	79%
Weekend/Daylight Riding		
On Weekends	51%	61%
During Daylight Hours	78%	N/A

*Percentages are mean averages and therefore do not always add up to 100%.

MOTORCYCLE COMMUTING

Motorcycles Used to Commute to Work or School in 1983 (at some time)	2,854,000
Average Days Commuted in 4 Week Period	8 Days
Average Miles Commuted Round Trip	20 Miles

Source: 1980 Survey of Motorcycle Ownership and Usage, conducted for the Motorcycle Industry Council by Burke Marketing Research, Inc., Cincinnati, Ohio, April 1981
1983 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Costa Mesa, CA.

MOTORCYCLE SCRAPPAGE AND OPERABILITY RATE

The number of motorcycles and ATV's retired from use, or scrapped, in 1983 is estimated to be 1.1 million or 16.2% of the 1982 population in use.

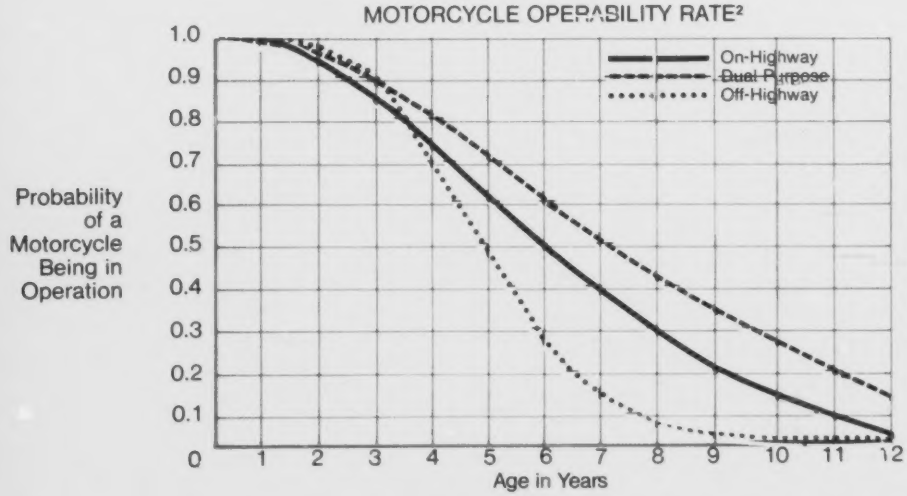
A key factor in determining average annual mileage is the motorcycle operability rate, the probability of a motorcycle being operable after a given number of years, because of the decrease in annual mileage as the vehicle ages. It is estimated that 3 in every 5 motorcycles are operable after 4.5 years and the median operable life of a motorcycle is about 6 years.

MOTORCYCLES RETIRED FROM USE OR SCRAPPED IN 1983

Year Sold New	Est.[1] Retail Sales (000's)	Operability[2] Rate '82	Operability[2] Rate '83	Estimated[1] Population In Use (000's) '82	Estimated[1] Population In Use (000's) '83	Estimated Number Retired From Use or Scrapped In 1983 (000's)	
1983	1,065		.997		1,062	0	
1982	870	.997	.985	867	857	10	
1981	979	.985	.937	964	917	47	
1980	972	.935	.842	909	818	91	
1979	1,004	.845	.721	848	724	124	
1978	921	.714	.581	658	535	123	
1977	1,031	.600	.466	619	480	139	
1976	1,053	.475	.349	500	367	133	
1975	940	.345	.259	324	243	81	
1974	1,200	.283	.212	340	254	86	
1973	1,520	.213	.156	323	237	86	
1972	1,360	.162	.121	220	165	55	
Before 1972				468	301	167	
				7,040	6,960	1,142	— 16.2% of 1982 Motorcycle Population

Note: The operability rates shown above are composites of the operability rates by model type and will vary each year according to the motorcycle population by model type. Mopeds and nopeds are excluded from retail sales estimates.

MOTORCYCLE OPERABILITY RATE



Age	Operability Rate On-Hwy.	Dual Purpose	Off-Hwy.
0.5	.995	.994	.998
1.5	.957	.954	.973
2.5	.885	.890	.891
3.5	.788	.808	.744
4.5	.675	.715	.551
5.5	.556	.619	.351
6.5	.441	.523	.188
7.5	.336	.432	.082
8.5	.246	.349	.029
9.5	.173	.277	.008
10.5	.118	.215	.002
11.5	.077	.163	.000

Source: [1] 1983 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Costa Mesa, CA.

[2] Motorcycle Survival Rate Model, an analysis of the data from the 1980 Survey of Ownership and Usage by Burke Marketing Research, Inc., Cincinnati, Ohio, July 1981.

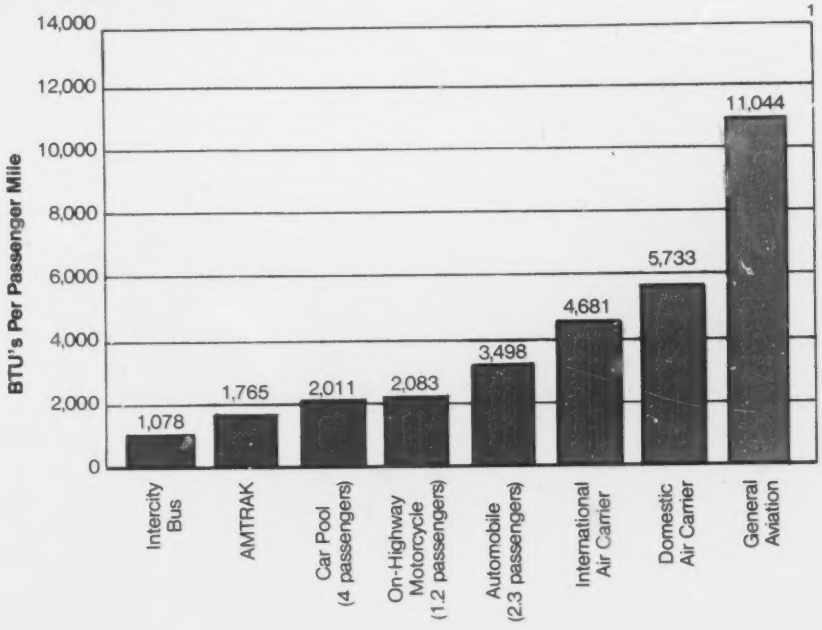
ON-HIGHWAY MOTORCYCLE ENERGY USE

Motorcycles used on-highway are very energy-efficient. Motorcycles used on-highway use much less energy than automobiles and aircraft on a BTU per passenger mile basis (the number of British Thermal Units required for one person to travel one mile). Only intercity buses, four passenger car pools, and trains are more efficient.

Motorcycles used on-highway are twice as fuel-efficient as most new cars and three and one half times as efficient as average cars in the motor vehicle population.

ENERGY USE PER PASSENGER MILE

[1]



1984 MOTORCYCLE FUEL ECONOMY FIGURES

[2]

Engine Displacement	Estimated Average Miles Per Gallon*	
	On-Highway Motorcycles	Dual Purpose Motorcycles
Under 125 cc	93	115
125-349 cc	80	82
350-449 cc	58	—
450-749 cc	48	56
Over 749 cc	39	—

* Derived from manufacturer exhaust emission test results. The U.S. EPA requires manufacturers to certify exhaust emissions for all 50 cc and greater on-highway and dual purpose motorcycles. The EPA does not require fuel economy testing for motorcycles. However, fuel economy figures can be derived from the exhaust emission test results. MPG figures were derived in this way from 49 1984 test vehicles representing 57 models, produced by the four leading manufacturers which represent about 94% of the motorcycle sales nationwide.

Source: [1]National Transportation Statistics, U.S. Department of Transportation, Washington, D.C., September 1983.
[1]Energy Facts About On-Highway Motorcycling in the United States, Motorcycle Industry Council, Washington, D.C.
[2]MPG figures derived from tests performed by manufacturers in accordance with the U.S. EPA motorcycle exhaust emission certification test procedures.

OPERATING AND OWNERSHIP COSTS OF THE MOTORCYCLE AND AUTOMOBILE

The estimated annual costs of operating and owning a motorcycle ($791) in 1983 were substantially less than that for an intermediate size automobile ($3,547).

The annual operating costs of gasoline, repairs and maintenance are estimated to be five times greater for an intermediate automobile ($1,177) than for the average street motorcycle ($242).

Ownership costs of depreciation, insurance, registration and titling for an intermediate automobile ($2,370) are estimated to be four times the cost for the average street motorcycle ($549).

1983 ANNUAL OPERATING AND OWNERSHIP COSTS AUTOMOBILE VS. MOTORCYCLE

	Intermediate Automobile	Motorcycle (500-650 cc Street)
Operating Costs	$1,177	$242
Gasoline & Oil	$ 873	$72
Repairs & Maintenance	281	150
Tires	23	20
Ownership Costs		
Depreciation	$2,370	$549
Insurance	$1,489	$211
Registration & Titling	732	330
	149	8
Total Annual Cost	$3,547	$791

Source for automotive costs (averaging 13,000 miles per year over 4 years):
Cost of Owning and Operating Automobiles and Vans 1984, U.S. Department of Transportation, Federal Highway Administration.

Source for motorcycle costs (500-650 cc street motorcycle averaging 2,700 miles per year over 4 years):
Gasoline: based on 52 MPG At $1.39 per gallon.
Maintenance and Repairs: 1980 Survey of Motorcycle Ownership and Usage, conducted for the Motorcycle Industry Council by Burke Marketing Research, Inc., Cincinnati, Ohio, April 1981.
Tires: Based on the purchase of one tire at a cost of $80 over the four year period.
Depreciation: N.A.D.A. Motorcycle Appraisal Guide, Sept.-Dec. 1983, National Automobile Dealers Assn.
Insurance based on a survey of a sample of companies. Includes coverage for comprehensive, collision and property damage and liability.
Registration & Titling: Polk's Motor Vehicle Registration Manual, R.L. Polk & Co., Detroit, Michigan.

MOTORCYCLE RIDER EDUCATION PROGRAMS

It has become apparent in recent years that rider education and training are important steps in motorcycle accident prevention. Motorcycle accident statistics indicate that a substantial percentage of such accidents involve riders with limited experience and training.

Prior to 1973 there were few organized education and training programs to instruct beginners in safe motorcycle operation. Since 1973, the Motorcycle Safety Foundation (MSF), a private nonprofit traffic safety organization, has been successful in developing a motorcycle rider education program which includes instructor preparation and classroom and on-cycle rider instruction and is available to the public, as well as private, schools and organizations.

MOTORCYCLE SAFETY FOUNDATION RIDER EDUCATION PROGRAMS

The Motorcycle Safety Foundation's rider education program curriculum, known as the *Motorcycle Rider Course* (MRC), is research-based and field-tested, and offers the latest in teaching techniques and instructional guidelines, as well as providing a complete set of educational materials.

Introduced late in 1976, by the beginning of 1984 the MRC was in use in school and community motorcycle rider education programs in 49 states. The experienced rider course, Better Biking, was also in use in 1984. For the nearest course location, call toll free (800) 447-4700.

Qualified instructors play an important part in the implementation and success of a rider education course. In a cooperative endeavor with colleges and universities nationwide, MSF has assisted in the preparation of over 11,000 instructors since 1973. Each instructor completes a minimum of 50 hours instruction which includes performance evaluation both as a teacher and a motorcycle rider.

Motorcycle manufacturers and distributors cooperate by making motorcycles available for student use in the MRC training programs. More than 3,500 motorcycles were loaned free of charge to qualifying school and community programs in 1983.

Through these combined efforts increasing numbers of schools and communities are, for the first time, providing beginning motorcyclists with the opportunity to learn to ride safely. Courses meeting MSF standards (including a minimum of 20 hours of instruction both in the classroom and on-cycle) have prepared nearly 290,000 students since the program originated in 1973.

Many such courses are now supported, in part, with funds generated by state legislation. The Foundation's goal is to continue this quality rider education effort for the benefit of the motorcycle riding public.

Instructor Preparation

91 colleges and universities prepared instructors with MSF materials in 1983.

11,047 instructors have been prepared with MSF assistance since 1973.

Rider Education Programs

Nearly 290,000 students have completed courses meeting MSF standards since 1973.

461 sites offered quality rider education courses in 1984. 356 were public sites and 105 were military sites.

The MSF rider education program has been implemented in 49 states.

Source: Motorcycle Safety Foundation, Costa Mesa, California.

STATE MOTORCYCLE RIDER EDUCATION PROGRAMS

Many state motorcycle rider education programs are supported, in part, with funds generated by state legislation. In recent years a number of states have recognized the benefits of motorcycle rider education, and have enacted legislation to provide state funding for motorcycle safety programs. Thus far, 18 states have passed motorcycle rider education legislation. State funded rider education programs are supported by motorcyclists through motorcycle license or registration fees, or from special legislative appropriations.

Some states also supplement their programs with federal highway safety funds. During 1983 13 states obligated federal "402" funds for motorcycle safety program administration.

STATE MOTORCYCLE RIDER EDUCATION PROGRAMS

State	MSF Recognized Rider Education Sites In 1983	MSF Rider Education Course Graduates In 1983	MSF Rider Education Instructors Active In 1983	State Legislation For Rider Education Programs (Effective Date)	Estimated Annual State Funding	Federal Funding For Rider Education Programs
Alabama	17	2,404	184	No	None	No
Alaska	0	0	17	No	None	No
Arizona	9	1,335	184	Yes (7/24/81)	$ 86,000	Yes
Arkansas	2	355	46	No	None	No
California	62	11,751	709	No	None	Yes
Colorado	6	524	155	No	None	No
Connecticut	5	704	152	Yes (7/1/82)	$162,000	No
Delaware	1	204	46	No	None	No
Florida	27	4,717	234	No	None	Yes
Georgia	6	527	109	Yes (1/1/85)	$450,000	No
Hawaii	2	186	59	No	None	No
Idaho	2	189	31	No	None	Yes
Illinois	5	7,116	583	Yes (1/1/82)	$1.2 mil.	No
Indiana	11	1,018	208	No	None	No
Iowa	24	2,060	305	No	None	Yes
Kansas	19	656	131	Yes (9/1/82)	$210,000	No
Kentucky	3	209	94	No	None	No
Louisiana	0	0	146	No	None	No
Maine	2	113	16	No	None	No
Maryland	10	483	126	Yes (7/1/83)	$600,000	No
Massachusetts	11	889	93	No	None	No
Michigan	13	866	278	Yes (1/1/84)	$750,000	Yes
Minnesota	19	836	164	Yes (7/1/82)	$300,000	Yes
Mississippi	4	402	40	No	None	No
Missouri	5	94	119	No	None	Yes
Montana	2	28	89	No	None	No
Nebraska	4	282	107	Yes (8/15/81)	$140,000	No
Nevada	2	417	57	No	None	Yes
New Hampshire	2	82	49	No	None	No
New Jersey	3	206	110	No	None	No
New Mexico	7	1,276	94	Yes (7/1/83)	$120,000	Yes
New York	18	3,692	337	No	None	Yes
North Carolina	2	182	125	No	None	No
North Dakota	11	1,906	185	Yes (1/1/80)	$125,000	No
Ohio	8	748	270	No	None	No
Oklahoma	4	212	93	No	None	No
Oregon	2	135	83	Yes (10/15/83)	$150,000	No
Pennsylvania	3	1,826	383	Yes (7/1/84)	$1 mil.	Yes
Rhode Island	1	2,789	33	No	None	No
South Carolina	4	1,077	60	No	None	No
South Dakota	2	977	88	Yes (7/1/82)	$ 45,000	No
Tennessee	6	111	166	No	None	No
Texas	29	1,517	612	Yes (9/1/83)	$300,000	No
Utah	3	524	106	No	None	Yes
Vermont	2	83	37	No	None	No
Virginia	9	2,470	209	Yes (5/1/85)	$250,000	No
Washington	12	967	260	Yes (7/1/83)	$ 70,000	No
West Virginia	3	58	92	No	None	No
Wisconsin	18	1,178	244	Yes (5/1/82)	$147,000	No
Wyoming	3	204	27	No	None	No
U.S. Total	425	60,585	8,145			

Source: Motorcycle Safety Foundation, Costa Mesa, California.

STATE MOTORCYCLE OPERATOR LICENSING PROGRAMS

Each year the Motorcycle Safety Foundation surveys the licensing authorities of all 50 states and the District of Columbia on motorcycle operator licensing programs.

The table below summarizes the use of MSF materials in the state motorcycle operator licensing programs. The Foundation's licensing department provides technical assistance and examiner training for states adopting the MOST and the alternate test.

1984 STATE MOTORCYCLE OPERATOR LICENSING PROGRAMS

1984 STATE	TYPE OF SKILL TEST	MOM ADOPTION	MSF KNOWLEDGE TEST ADOPTION	SHARING THE ROAD WITH MOTORCYCLES ADOPTION	NUMBER OF MOTORCYCLE TESTING SITES	NUMBER OF DRIVER LICENSE EXAMINERS	NUMBER OF LICENSED DRIVERS (AS OF 12/31/82)	NUMBER OF LICENSED MOTORCYCLE OPERATORS (AS OF 12/31/82)
Alabama	None	Yes	No	Yes	N/A	112	2,500,000	N/A
Alaska	MOST/Alternate	Yes	Yes	Yes	29	8	316,797	21,071
Arizona	MOST	Yes	Yes	No	78	104	2,203,924	134,061
Arkansas	Off-Street	No	No	Yes	106	30	1,600,401	51,897
California	MOST[1]/Alternate[1]/Off-street	Yes	Yes	No	152	510	16,307,488	747,300
Colorado	Off-street/On-street	Yes[2]	Yes	Yes	87	156	2,182,380	185,961
Connecticut	MOST	Yes	Yes	Yes	16	89	2,080,194	151,866
Delaware	Alternate	Yes	Yes	Yes	4	17	440,154	34,969
D.C.	MOST/Alternate	No	No	Yes	1	10	392,161	7,993
Florida	MOST/Alternate[2]	No	No	No	N/A	765	8,598,019	N/A
Georgia	MOST/Alternate	No	No	No	56	140	N/A	N/A
Hawaii	Off-street/On-street	No	No	No	14	31	561,345	16,983
Idaho	None	No	No	No	N/A	44	694,262	N/A
Illinois	Off-street/On-street MOST/Alternate[2]	No	No	No	99	351	6,965,212	517,887
Indiana	Alternate	Yes	Yes	No	33	89	3,520,503	175,249
Iowa	Off-street	No	No	No	140	36	1,977,911	N/A
Kansas	Alternate	Yes	Yes	Yes	117	150	1,694,324	263,940
Kentucky	Off-street/On-street	No	No	Yes	120	65	2,171,691	N/A
Louisiana								
Maine	Alternate MIT[1] In-traffic	No	No	Yes	27	32	757,264	72,919
Maryland	Alternate[2]	No	Yes	Yes	24	132	2,769,988	156,783
Massachusetts	On-street	No	No	Yes	34	135	3,642,256	214,627
Michigan	Alternate[2] Off-street	Yes[3]	No	Yes	173	1000	6,321,164	474,189
Minnesota	Most[2]/ Alternate[2] On-street	Yes	No	Yes	99	86	2,813,391	246,134
Mississippi	None	Yes	No	Yes	N/A	47	1,657,477	N/A
Missouri	Off-street	Yes	Yes	No	125	146	3,352,573	234,561
Montana	MOST/Alternate	Yes	Yes	Yes	60	21	616,175	57,880
Nebraska	MIT	Yes	Yes	Yes	95	59	1,101,651	68,202
Nevada	MOST/Alternate	Yes	Yes	Yes	8	25	656,547	40,124
New Hampshire	Alternate	No	No	Yes	14	24	678,000	80,000
New Jersey	Off-street/On-street	Yes	No	No	N/A	69	4,906,956	199,734
New Mexico	Most[2]/ Off-street	Yes	Yes	Yes	8	33	934,150	58,616
New York	MOST[1]/ Off-street	Yes	Yes[1]	No	56	150	9,329,188	359,614
North Carolina	Off-street	No	No	No	190	270	3,903,103	N/A
North Dakota	Alternate	Yes	Yes	Yes	64	25	428,006	32,543
Ohio	Off-street	Yes	No	No	66	153	8,200,000	502,000
Oklahoma	MIT[1]	Yes	Yes	Yes	110	60	2,121,700	8,758
Oregon	MOST[1]/Alternate On/street	Yes	Yes	No	56	120	1,700,000	250,000
Pennsylvania	Off-street	Yes	Yes	No	77	145	7,352,294	416,716
Rhode Island	Off-street/On-street	No	No	No	5	8	704,337	27,974
South Carolina	Off-street	No	Yes[2]	Yes	49	119	2,058,667	49,900
South Dakota	MOST/Alternate	Yes	Yes	Yes	88	43	477,000	38,265
Tennessee	MOST[1]/Alternate[2] On-street	Yes	Yes	No	115	74	2,925,179	183,637
Texas	On-street	Yes	Yes	No	340	337	10,408,485	614,373
Utah	MOST	Yes	Yes	No	15	56	985,000	150,007
Vermont	Alternate	Yes	No	Yes	11	15	367,390	41,361
Virginia	MOST[2]/Off-street/On-street	Yes	Yes	No	70	92	3,641,276	87,266
Washington	Alternate	Yes	Yes	Yes	57	269	2,774,212	249,143
West Virginia	None	No	No	No	N/A	41	1,569,206	N/A
Wisconsin	MIT/MOST Off-street	Yes	Yes	Yes	104	193	3,070,956	243,977
Wyoming	Off-street	Yes	Yes	Yes	38	120	401,235	40,690

1. In some sites as a pilot or research project
2. Some sites
3. Only 14 and 15 year olds licensed
4. Planned 1984

MOST – Motorcycle Operator Skill Test
Alternate – Alternate MOST
MIT – Motorcycle In-Traffic Test
Alternate MIT
P – Partial

The Motorcycle Operator Skill Test (MOST)

Nearly three years of research resulted in the development of a new motorcycle operator testing procedure. Research shows the test works. In comparison with an existing state test, the Motorcycle Operator Skill Test (MOST) showed a 15 percent reduction in accidents. When coupled with a rider training program, accidents were reduced 21 percent.

The MOST contains nine exercises that test the skills riders need to operate safely in traffic. Since the test only requires an area 50 x 125 feet, it can be set up in a parking lot.

The Motorcycle Operator Manual (MOM)

In addition to the skill test, a new manual is available for motorcycle operators. The *Motorcycle Operator Manual* (MOM) includes information on proper protective gear, handling different road surfaces and reacting to emergencies. License applicants in a study group increased their knowledge 15 percent by reading the manual. MSF provides free negatives to states adopting the manual.

The Motorcycle Knowledge Test

The Motorcycle Knowledge Test was developed from the contents of the *Motorcycle Operator Manual*. Using multiple choice questions and line drawings, the test emphasizes areas critical to safe riding. MSF will provide the test on slides for states using automated testing machines.

The Alternate Skill Test

The MOST has been proven to be effective. Some states however, do not have enough space available to adopt the MOST. The alternate skill test was developed specifically for these areas. It includes modified portions of important exercises in the MOST along with other basic control exercises.

The "Sharing The Road With Motorcycles" Supplement

Studies have shown that most motorcycle accidents are caused by drivers of other vehicles. The MSF has developed a supplement for state driver's manuals titled "Sharing The Road With Motorcycles." The supplement gives other drivers information on conditions and situations commonly faced by motorcyclists.

This information was assembled by the Motorcycle Safety Foundation licensing department. Licensing authorities in all 50 states and the District of Columbia were directly contacted by MSF for an update on the information listed in this chart.

Although this information was obtained from the most authoritative sources available as of September 1983, the Motorcycle Safety Foundation is not responsible for its accuracy or completeness.

Source: Cycle Safety Info, State Motorcycle Operator Licensing — 1984, Motorcycle Safety Foundation, Costa Mesa, California.

BEST AVAILABLE COPY

STATE MOTORCYCLE OPERATOR LICENSING PROCEDURES

Program efforts and improvements in licensing as well as education are needed to help reduce motorcycle accidents, deaths and injuries. The Motorcycle Safety Foundation has aided in this effort through research (i.e., development of improved motorcycle operator licensing examinations) and the training of state licensing personnel.

Current licensing requirements and procedures by state, for 1984, are outlined below. Nearly all states require a special motorcycle license or endorsement for all individuals regardless of age, have a special knowledge test for motorcycle operators, and inspect the motorcycle or check for a valid inspection sticker. The minimum age for obtaining a motorcycle license ranges from 14 to 18.

1984 STATE MOTORCYCLE OPERATOR LICENSING PROCEDURES

1984 STATE	SPECIAL LICENSE OR ENDORSEMENT	LEARNER'S PERMIT	DURATION OF LICENSE	MINIMUM AGE WITH DRIVER EDUCATION	MINIMUM AGE WITHOUT DRIVER EDUCATION	MOTORCYCLE SAFETY EDUCATION A PREREQ. TO LICENSING	MOTORCYCLE KNOWLEDGE TEST	OFF-ROAD SKILL TEST	IN-TRAFFIC SKILL TEST	CYCLE INSPECTED	RIDER GEAR INSPECTED	REEXAMINATION REQUIRED	Reexamined for: Vision	Knowledge	On Street	In Traffic
Alabama	Yes[1,14]	No	4	14	14-16[18]	No	Yes	No	No	No	No	No	No	No	No	No
Alaska	Yes	2 yrs	5		14-16 150cc or less	No	Yes	Yes	No	Yes	Yes	Yes	Yes	No	No	No
Arizona	Yes	6 mo	4	16	16	No	Yes	Yes	No	Yes	E, H[1]	Yes	Yes	Yes[2]	Yes[2,1]	No
Arkansas	Yes	No	2/4	16	16	No	Yes	Yes	No	Yes	No	Yes	Yes	Yes	Yes	No
California	Yes	1 yr	4	16	18	No	Yes	Yes	Yes[6]	No	No	Yes	Yes	Yes	No	No
Colorado	Yes	180 dys	4	16	16[3]	No	Yes	Yes[11]	Yes[11]	Yes	E	Yes	Yes	No	No	No
Connecticut	Yes	60 dys	4	16	18	No	Yes	Yes	Yes	Yes	E	No	No	No	No	No
Delaware	Yes	60 dys	4	16	18	No	Yes	Yes	No	Yes	Yes	No	Yes	No	No	No
D.C.	Yes	60 dys	4	16	16	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes 70-74	Yes 70-74	Yes 70 +
Florida	No	No	N/A		15[4]	No	No	Yes[4]	Yes[4]	Yes[4]	Yes[4]	Yes	Yes	Yes	No	No
Georgia	Yes	6 mo	4	16	16	No	Yes	Yes	Yes	Yes	H	Yes	Yes	No	No	No
Hawaii	Yes	90 dys	2/4	15	15	No	Yes	Yes	Yes	Yes	H[1]	Yes	Yes	Yes	No	No
Idaho	No	No	N/A	14	16	No	No	No	No	No	No	Yes	Yes	No	No	No
Illinois	Yes	1 yr	3	16[7]	18	No	Yes	Yes	Yes	Yes	E	Yes[8]	Yes	Yes	No	No
Indiana	Yes	Yes	2/4	15	16 1 mo	No	Yes	Yes	No	No	No	Yes	Yes	Yes	No	No
Iowa	Yes	2 yrs	2/4	16	18	Yes[1]	Yes	Yes	Yes[4]	Yes	No	Yes	Yes	Yes[2]	Yes[4]	Yes[10]
Kansas	Yes	6 mo	4	14	14[11]	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No
Kentucky	Yes	60 dys	2/4	16	16	No	Yes	Yes	Yes[4]	Yes	Yes	No	No	No	No	No
Louisiana	Yes	No	2/4	15	15	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No
Maine	Yes	1 yr	4[24]	16	17	Under 17	Yes	No	Yes	Yes	No	Yes	Yes	Yes	No	Yes
Maryland	Yes	90 dys	4	16	18	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Massachusetts	Yes	6 mo	4	16½	17	No	Yes	Yes	Yes	Yes	Yes	No	Yes[12] 4 yrs	No	No	No
Michigan	Yes	150 dys	4	16	18	Yes[1,13]	Yes	Yes	No	Yes	Yes	No	No	No	No	No
Minnesota	Yes	45 dys	4	16	18	Yes[1]	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Mississippi	No	60 dys	N/A	15	15	No	Yes	No	No	Yes	Yes	No	No	No	No	No
Missouri	Yes	60 dys	3	16	16	No	Yes	Yes	No	Yes	Yes	Yes[25]	Yes	No	No	No
Montana	Yes	6 mo	4	15	16	No	Yes	Yes	Yes	Yes	H	Yes	Yes	No	No	No
Nebraska	Yes	1 yr	4	16	16	No	Yes	No	Yes	No	No	Yes	Yes	Yes	No	Yes
Nevada	Yes	8 mo	4	16	16	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes[2]	Yes[2]	No
New Hampshire	Yes	90 dys	4	16	18	No	No	Yes	No	Yes	Yes	Yes	Yes	No	No	No
New Jersey	Yes	90 dys	2	17	17	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes every 10 yrs	No	No	No
New Mexico	Yes	6 mo	4	15	16	No	Yes	Yes[17]	Yes[17]	Yes	Yes[4]	Yes	Yes[12] 2 yrs	No	No	No
New York	Yes	1 yr	4	16	16[18]	No	Yes	Yes[1]	Yes	Yes	Yes	Yes[18]	Yes	Yes	No	No
North Carolina	Yes	No	4	16	18	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No
North Dakota	Yes	6 mo	4	14[19]	16	Yes Under 16	Yes	Yes	No	Yes	Yes	No	No	No	No	No
Ohio	Yes	6 mo	4	16	18	No	Yes	Yes	No	Yes	Yes	No	No	No	No	No
Oklahoma	No	No	2	14	14[20]	No	Yes[25]	No	Yes[25]	Yes[25]	Yes[25]	No	No	No	No	No
Oregon	Yes	Yes	4	16	16	No	Yes	Yes	Yes[11]	Yes	H	No	No	No	No	No
Pennsylvania	Yes	120 dys	2/4		16	No	Yes	Yes	No	Yes	Yes	No	No	No	No	No
Rhode Island	Yes	90 dys	2	16	18	Yes New Only	Yes	Yes	No	Yes	No	Yes	Yes	No	No	No
South Carolina	Yes	6 mo	4	15	15	No	Yes	Yes	No	Yes	Yes	Yes	Yes	No	No	No
South Dakota	Yes	No	4		14	No	Yes	Yes	No	Yes	Yes	Yes[21]	No	No	No	No
Tennessee	Yes	No	2/4	16	16[22]	No	Yes	Yes	Yes	Yes	No	No	No	No	No	No
Texas	Yes	1 yr	4	15[23]	18	Yes Under 18	Yes	No	Yes	Yes	H[1]	Yes	Yes	No	No	No
Utah	Yes	60 dys	4	16	16	No	Yes	Yes	No	No	No	Yes	Yes	Yes	No	No
Vermont	Yes	60 dys	2/4	16	18	No	Yes	Yes	No	Yes	Yes	No	No	No	No	No
Virginia	Yes	1 yr	4	16	18	No	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
Washington	Yes	1 yr	4	16	18	No	Yes	Yes 2 whl	Yes 3 whl or sidecar	Yes	Yes	Yes	Yes	Yes[1]	Yes[1]	Yes[1]
West Virginia	No	60 dys	N/A	16	16	No	No	No	No	Yes	Yes	No	No	No	No	No
Wisconsin	Yes	6 mo	2/4	16	18	No	Yes	Yes	Yes[17] 1983	Yes	No	Yes[18]	Yes[18] 2 yr	Yes[18]	Yes[18]	Yes[18]
Wyoming	Yes	1 yr	4		16	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes[1]	No

E—Eye Protection
H—Helmet

1 Under age 18
2 If driving record warrants
3 At examiner's discretion
4 "Motorcycle only" applicants
5 Permit issued at 15½ if enrolled in approved course
6 Restricted to five brake horsepower—knowledge test only
7 Age 16-17 restricted to less than 150cc
8 Age 69 and older required to pass complete exam every 3 years.
9 New applicants or expirations of one year or more. Those with motorcycle education have test waived except for 10% random select.
10 Not normally administered
11 Age 14-15 restricted to and from work and school
12 Each renewal
13 After failing skill test twice (effective 1/1/84)
14 Age 14 for motor driven cycle license; age 16 for motorcycle license
15 Age 14 for motor driven cycle; age 16 for motorcycle license
16 Class 8 (16-18) motorcycle license or permit not valid in New York City. Nassau County has special restrictions.
17 Select sites only
18 Only if there is a legitimate complaint against operator ability.
19 Under 18 restricted to 200cc or less
20 Age 14 to 15 restricted to 125cc or less
21 Only when expired or revoked
22 Age 14-16 restricted to five brake horsepower or less
23 Age 15 restricted to not more than 125cc
24 After age 40, every third renewal. After age 65, every 2 years.
25 Age 14-15 and motorcycle only applicants.

This information was assembled by the Motorcycle Safety Foundation licensing department. Licensing authorities in all 50 states and the District of Columbia were directly contacted by MSF for an update on the information listed in this chart.

Although this information was obtained from the most authoritative sources available as of September 1983, the Motorcycle Safety Foundation is not responsible for its accuracy or completeness.

Source: Cycle Safety Info, State Motorcycle Operator Licensing — 1984, Motorcycle Safety Foundation, Costa Mesa, Ca.

BEST COPY AVAILABLE

MOTORCYCLE ACCIDENT STATISTICS By STATE

Based on numerous and sometimes confusing criteria, the Motorcycle Safety Foundation, in cooperation with the American Motorcyclist Association, has compiled the following national and state motorcycle accident statistics for 1983.

In 1983 the number of reported motorcycle accidents increased 1.7%, while fatalities declined 3.2% compared to 1982. A slight decline was reported for the number of fatalities per 10,000 motorcycle registrations.

1983 MOTORCYCLE ACCIDENT STATISTICS

	Registrations	Reported Accidents	Accidents Per 10,000 Registrations	Fatalities	Fatalities Per 10,000 Registrations	Fatalities Per 100 Accidents
National						
1983	5,484,552	168,439	307.11	4,396	8.01	2.99
1982	5,578,859	165,689	296.99	4,540	8.13	2.74
State Data — 1983						
Alabama (1, 2, 6, 15, 20)	71,333	2,666*	373.74	60	8.41	2.25
Alaska (1, 2, 12, 15, 20)	15,087	323*	214.09	16*	10.60	4.95
Arizona (12, 15, 20)	76,716	4,008	522.44	100	13.03	2.49
Arkansas (2, 4, 10, 15, 21)	23,768	961	404.32	47	19.77	4.89
California (12, 15, 20)	695,813	26,870	386.17	700	10.06	2.60
Colorado (1, 12, 15, 20)	120,000 (est)	3,246	270.50	69	5.75	2.12
Connecticut (13, 15, 20)	80,317	3,506*	436.52	101*	12.57	2.88
Delaware (1, 3, 4, 10, 15, 20)	8,538	331	387.67	10	11.71	3.02
Dist. of Col. (1, 2, 3, 14, 15, 20)	5,514*	361*	654.69	4*	7.25	1.10
Florida (1, 2, 7, 15, 20)	224,965	13,021	578.80	250	11.11	1.91
Georgia (10, 15, 20)	110,795*	3,403	307.14	80	7.22	2.35
Hawaii (1, 4, 11, 15, 20)	8,563	461	561.71	19	22.18	3.95
Idaho (1, 2, 10, 15, 20)	52,124	816	156.54	24	4.60	2.94
Illinois (1, 2, 3, 5, 10, 15, 20)	295,655	7,845	265.34	190	6.42	2.42
Indiana (1, 2, 9, 15, 20)	138,916	4,281	308.17	108	7.77	2.52
Iowa (1, 2, 12, 15, 20)	238,687	2,192	91.83	56	1.75	1.91
Kansas (1, 2, 11, 15, 20)	83,587	1,698	203.14	42	5.02	2.47
Kentucky (1, 2, 9, 15, 20)	58,357	1,626	278.62	46	7.88	2.82
Louisiana (2, 14, 15, 20)	92,740	3,054	329.30	93	10.02	3.04
Maine (1, 11, 15, 20)	38,872	1,231	316.68	29	7.46	2.35
Maryland (14, 15, 20)	74,406	2,818	378.73	65	8.73	2.30
Massachusetts (5, 12, 15, 20)	93,405	4,551*	487.23	85*	9.10	1.86
Michigan (10, 15, 20)	219,929	6,064	275.72	115	5.22	1.89
Minnesota (2, 12, 15, 20)	155,502	2,811	180.76	73	4.69	2.59
Mississippi (10, 15, 19)	26,198	761	269.87	45	15.95	5.91
Missouri (1, 2, 3, 12, 15, 20)	109,154	2,416	221.33	66	6.04	2.73
Montana (10, 15, 20)	32,761**	557	170.01	24	7.32	4.30
Nebraska (10, 15, 20)	47,172	1,237	262.23	26	5.51	2.10
Nevada (14, 15, 20)	26,062	615	235.97	19	7.29	3.08
New Hampshire (5, 14, 15, 20)	49,756*	1,264*	254.03	37*	7.43	2.92
New Jersey (1, 5, 10, 16, 20)	115,964*	4,631*	399.34	102*	8.79	2.20
New Mexico (7, 15, 20)	58,217	1,899	326.19	62	10.64	3.26
New York (12, 18, 20)	163,740	7,927	484.12	213	13.00	2.68
North Carolina (12, 15, 20)	69,616	2,715	389.99	60	8.61	2.21
North Dakota (2, 12, 15, 20)	32,134	399	124.16	14	4.35	3.50
Ohio (8, 15, 20)	290,799	7,260	260.66	184	6.32	2.52
Oklahoma (11, 15, 20)	127,800	2,515	196.79	67	5.24	2.66
Oregon (1, 2, 12, 15, 20)	89,956	1,385	153.96	58	6.44	4.18
Pennsylvania (14, 15, 20)	208,925	5,258	251.66	155	7.41	2.94
Rhode Island (14, 16, 20)	27,653	583*	209.31	20	7.18	3.43
South Carolina (19, 15, 20)	36,130	2,091	578.74	83	22.97	3.96
South Dakota (1, 12, 15, 20)	39,255	572	145.71	14	3.56	2.44
Tennessee (1, 2, 9, 15, 19)	79,821	2,784	348.78	83	10.39	2.98
Texas (2, 10, 15, 20)	334,681	11,183	334.13	355	10.60	3.17
Utah (1, 12, 15, 20)	64,758	1,366*	210.93	28	4.32	2.04
Vermont (12, 15, 20)	21,347	326	152.71	5	2.34	1.53
Virginia (14, 15, 20)	79,039	2,460*	311.23	74*	9.36	3.00
Washington (11, 15, 20)	127,950	3,312	258.85	77	6.01	2.32
West Virginia (10, 15, 20)	31,789	280	88.08	29	9.12	10.35
Wisconsin (12, 15, 20)	185,685	4,064	218.86	98	5.27	2.41
Wyoming (2, 12, 15, 20)	22,401	395	176.33	16	7.14	4.05

* — Estimated ** — As of 10/27/83

Footnotes

Registrations:
1. Includes motorbikes (UVC motor driven cycles less than 5 BHP)
2. Includes mopeds and other motorized bicycles of 50cc or less
3. Includes tricycles or trikes
4. Includes scooters
5. Other

Accidents—Damage Threshold:
6. $0-$25-$50 property damage threshold
7. $100 property damage threshold
8. $150 property damage threshold
9. $200 property damage threshold
10. $250 property damage threshold
11. $300 property damage threshold
12. $400-$500 property damage threshold
13. $600 property damage threshold
14. No property damage figure specified

Accident—Description:
15. Accident listed as "property damage, personal injury or fatality"
16. Accident listed as "any reported motorcycle accident"
17. Only records accidents investigated by State Highway Patrol
18. Other

Fatalities:
19. Number of fatal accidents in which a motorcycle was involved
20. Number of motorcyclists and passengers fatally injured in a motorcycle accident
21. Motorcycle operators only

Source: Cycle Safety Info, Motorcycle Safety Foundation, Costa Mesa, California, 1984. Compiled by Motorcycle Safety Foundation and American Motorcyclist Association.

STATE MOTORCYCLE EQUIPMENT REQUIREMENTS

Each state governs the operation, registration, and licensing of motor vehicles. In general, motorcycles registered for use on public highways are required to meet the equipment requirements in the state in which they are registered. This is in addition to compliance with Federal Motor Vehicle Safety Standards which is required by the motorcycle manufacturers.

The most current state equipment requirements, as of May 1984, are listed below.

STATE MOTORCYCLE EQUIPMENT REQUIREMENTS, MAY 1984

STATE	SAFETY HELMET	EYE PROTECTION	REARVIEW MIRROR	BRAKES	HANDLEBAR HEIGHT	PASSENGER SEAT*	PASSENGER FOOTRESTS*	PASSENGER HANDHOLD*	ENGINE GUARDS	HEADPHONES PROHIBITED	TURN SIGNALS	SPEEDOMETER ODOMETER	HEADLIGHT DAYTIME USE	PERIODIC INSPECTION
Alabama	●		●	●-12	●-17	●	●							
Alaska	●-5	●-k	●-11	●-13	●-17	●	●	●		●				
Arizona	●-4	●-j	●	●-12	●-17	●	●	●						●-23
Arkansas	●	●	●	●-12		●	●	●	●				●	●
California			●	●-13	●-19	●	●			●-n	●-b		●-i	●-25
Colorado		●	●	●-12		●	●							●-25
Connecticut		●-j	●	●-13g	●-17	●	●						●-e	●-25
Delaware	●-1,7	●	●	●-12	●-17	●	●				●			●
Dist. of Col.	●	●-j	●	●-8	●-17	●	●	●				●-20		●
Florida	●	●	●	●-13	●-17	●	●			●	●		●	
Georgia	●	●-j	●	●-12	●-17	●	●			●			●	
Hawaii	●-1,4	●-j	●	●-12	●-17	●	●							●
Idaho	●-4			●-12		●	●							
Illinois		●	●	●-12	●-17	●	●-o	● p		●			●	
Indiana	●-4	●-4, r		●-13	●-17	●	●						●	
Iowa			●	●-12	●-17	●	●					●	●-h	●-24
Kansas	●-4	●-j	●	●	●-19	●	●				●-a		●-	●-25
Kentucky	●	●	●	●-12		●	●							
Louisiana	●	●-j	●-10	●-12	●-17	●	●							●
Maine	●-3		●	●-12	●-19	●	●						●	●
Maryland	●-1,4	●-j	●-11	●-12	●-17	●	●					●-#		●-24
Massachusetts	●	●-j	●	●-13	●-17	●	●			●				●
Michigan	●	●-2j	●	●-13	●-17	●								●-25
Minnesota	●-4	●-j	●	●-12	●-19	●	●			●-n			●	●-25
Mississippi	●		●	●-12	●-14#	●						●-20#		●
Missouri	●		●	●-12										●
Montana	●-4		●	●-13		●	●						●	
Nebraska														
Nevada	●	●-j	●-11	●-13	●-17	●	●				●			
New Hampshire	●-4	●-j	●	●-12	●-17	●	●					●		●
New Jersey	●-1	●-j	●	●-12	●-19	●	●							●
New Mexico	●-1,4	●-j	●	●-13	●-17	●	●							●-25
New York	●-1	●	●	●-13	●-17	●	●			●-n	●-a	●-21f	●	●
No. Carolina	●		●	●-12		●	●						●	●
No. Dakota	●-1,4		●	●-13	●-17	●	●	●				●		
Ohio	●-4,8	●	●	●-12	●-17	●	●							●-25
Oklahoma	●-4	●-j	●-11	●-13	●-15	●	●					●-20		●
Oregon	●-4		●	●-12	●-19	●	●				●-b		●	●-25
Pennsylvania	●	●	●-d#	●-13	●-19	●	●	●			●-b,#			●
Rhode Island		●	●	●-12	●-17	●	●	●		●		●-20a		●
So. Carolina	●-1,6	●-6,j	●	●-13	●-17	●	●						●	●
So. Dakota	●-4	●-j	●	●-12	●-17	●	●							
Tennessee	●	●-j	●	●-12	●-17	●	●		●-9				●	
Texas	●-1,4		●	●-13		●								●
Utah	●-4		●	●-12	●-14	●	●					●-22		●
Vermont	●-1	●-j	●	●	●-17	●	●							●
Virginia	●	●-j	●	●-13c	●-17	●	●			●				●
Washington		●-j	●-11	●13a	●-17	●	●			●			●	●-25
W. Virginia	●-1	●	●	●-12	●-17	●	●						●	●
Wisconsin	●-4,m	●-k	●	●-12	●-18	●	●					●	●	●-25
Wyoming	●-4		●	●-12	●-17	●	●						●	

● Requirement in law
* If carrying a passenger

1 Reflectorization
2 Where speeds exceed 35 mph
3 Under 15 years, with learner's permit, or for 1 year after obtaining license
4 Under 18 years
5 Under 19 years
6 Under 21 years
7 Possession by all, wear under 19 years
8 Novice license holders
9 Over 750cc or under 18 years
10 Left side
11 Left and right side
12 One wheel
13 Both wheels
14 10" above fasten point
15 12" above fasten point
16 15" above fasten point
17 15" above seat
18 30" above seat
19 Handgrips below shoulder height
20 Speedometer
21 Speedometer with both mile and kilometer calibrations
22 Odometer
23 Annual emissions inspection
24 Upon transfer of title
25 Random

a If originally equipped by manufacturer
b For motorcycle manufactured after 1/1/73
c For motorcycle manufactured after 7/1/74
d For motorcycle manufactured after 4/1/77
e For motorcycle manufactured after 1/1/80
f For motorcycle manufactured after 9/1/80
g For 1974 or later model year motorcycle
h For 1977 or later model year motorcycle
i Manufacturer requirement for motorcycle manufactured after 1/1/78
j Except if equipped with windscreen
k Except if equipped with windscreen 15" or higher
m Instructional permit holders
n Prohibited in both ears simultaneously
o Must be adjustable
p Must be attached to seat or saddle
q For motorcycle manufactured after 1/1/78
r In rider's possession

Required by inspection regulations

Many state inspection regulations require that any equipment installed on a motorcycle must function properly even though the equipment is not required by law.

Although this chart represents information from the most authoritative sources available as of the date shown above, the Motorcycle Industry Council is not responsible for accuracy or completeness.

Information concerning equipment requirements in Canada can be obtained from the Motorcycle & Moped Industry Council (MMIC) at 45 Richmond St., West, Suite 802, Toronto, Ontario, Canada M5H 1Z2; (416) 869-3748.

Source: Motorcycle Industry Council, Costa Mesa, California.

STATE OFF-HIGHWAY MOTORCYCLE REQUIREMENTS

Off-highway motorcycles are subject to a wide variety of regulations for use in nearly every state. Individual states may have a vehicle registration program, an operator license requirement or specific equipment requirements. Several states are also developing a special off-highway fund through the registration program or gasoline tax rebates based on the amount of fuel used off-highway. This money is then used for the acquisition, development or maintenance of off-highway vehicle use facilities.

The chart below summarizes the requirements of each state for vehicles and operators as of June, 1984.

STATE OFF-HIGHWAY MOTORCYCLE REQUIREMENTS, JUNE, 1984

STATE	OFF-HIGHWAY REGISTRATION	VEHICLE TITLE	M/V OPERATOR LICENSE	MINIMUM AGE TO OPERATE	OFF-HIGHWAY EQUIPMENT REQUIREMENTS: LIGHTING	BRAKES	MUFFLER	SPARK ARRESTOR	OTHER	RIDER EDUCATION	STATE OHV FUNDING	OHV ADVISORY COUNCIL	STATE OHV AREAS	TOTAL MOTORCYCLES USED OFF-HIGHWAY AT SOME TIME
Alabama		7					●-D						Yes	72,900
Alaska		7											Yes	30,700
Arizona		8					●						Yes	65,500
Arkansas		7										Yes		72,600
California	●-1A	●			●-17	●	●-19C	●-20		30	●-26	Yes	Yes	442,400
Colorado	●-2	8			●-17	●	●-19C	●-20			●-2	Yes	Yes	63,400
Connecticut	●-3	7			●	●	●						Yes	28,000
Delaware	●-4A	8		●-11	●-17	●	●-19C	●	●-21	30	●-25			6,300
Dist. of Col.		●												400
Florida	●-5BE	●					●-D		●-21D				Yes	130,500
Georgia		8				●	●							87,500
Hawaii													Yes	—
Idaho	●-5A	8					●-19			30	●-26	Yes	Yes	43,200
Illinois		7												119,200
Indiana	●-4BE	●-9		●-12	●	●-18	●				●-25			85,400
Iowa		8					●-D						Yes	70,300
Kansas		●												45,500
Kentucky		●												48,100
Louisiana		●												118,000
Maine		●-10							●-29					22,100
Maryland	●-5BD	7	●-D	●-15	●-17D	●-D	●-19D				●-25		Yes	34,600
Massachusetts	●-4B	7		●-12	●	●	●-19C	●	●-21				Yes	37,600
Michigan	●-6A	8		●-13	●-17	●-18	●-19C	●		30	●-25	Yes	Yes	139,700
Minnesota		●-9											Yes	97,200
Mississippi		●-9											Yes	61,300
Missouri		●					●-D	●-D					Yes	74,500
Montana		8												34,600
Nebraska		8											Yes	41,100
Nevada		●-9						●-E						19,500
New Hampshire	●-4B	8		●-11	●	●	●-19	●		30, 31	●-27	Yes		17,800
New Jersey		8												52,900
New Mexico	●-5A	●											Yes	29,700
New York	7	8												122,700
No. Carolina		8										Yes	Yes	71,600
No. Dakota		8					●-19D						Yes	24,500
Ohio	●-5A	8	●-E	●-14	●-17	●	●				●-25		Yes	124,000
Oklahoma		8			● D	●-D	● D	●-D	●-22D			Yes	Yes	83,500
Oregon		7	●		●-17	●	●-19	●					Yes	68,400
Pennsylvania		8					●-D	●-20D					Yes	133,800
Rhode Island	●-5B	●		●-15	●-17	●	●-19		●-23				Yes	8,200
So. Carolina		●-9			●-D	●-D	●-C	●-D					Yes	33,400
So. Dakota		●-9					●							21,700
Tennessee		●					●-D	●-D					Yes	96,400
Texas		●					●-D	●-20D	●-21D				Yes	247,600
Utah	●-4B	8		●-16	●-17	●	●-19C		●-24	30	●-25	Yes	Yes	64,800
Vermont		8												9,800
Virginia		8					●							58,300
Washington	●-4A	8			●-17	●	●-19	●		30	●-26	Yes	Yes	105,000
W. Virginia		7												40,800
Wisconsin		8									●-28	Yes	Yes	83,300
Wyoming		8												19,700
U.S. Total														3,613,000

● Requirement in Law

1. Except street-registered OHMs. Identification sticker required to transport competition OHM.
2. OHV recreation program terminated.
3. Not implemented for OHMs.
4. Except street-registered OHMs or OHMs in races.
5. Except street-registered OHMs.
6. Except OHMs in races.
7. At owner's option.
8. Not issued for OHMs.
9. Required only if lien exists.
10. Not issued for OHMs under 300 cc. Optional for others.
11. 12 unless supervised.
12. 14 unless supervised.
13. 16 unless supervised or 12 with OHV safety certificate.
14. 16 unless supervised. Minimum 12 in state OHV areas.
15. Minimum 12/16 unless supervised in state OHV areas.
16. 16 unless supervised.
17. Night operation only.
18. Specific performance requirements.
19. Decibel sound limit specified.
20. Approved by U. S. Forest Service.
21. Approved helmet.
22. Approved helmet if under 18.
23. 16 sq. in. reflective material each side of OHM. Approved helmet in OHV areas.
24. Approved helmet in competitive events.
25. Registration and other fees.
26. Fees and gasoline tax allocation.
27. Registration and other fees. Gas tax refund to off-highway users.
28. Special appropriations.
29. Approved helmet if under 15.
30. Safety, education & info program available.
31. Required for ages 12-16 to cross highway.

A. By Motor Vehicle Registration Agency.
B. By Recreation Management Agency.
C. Except in authorized competitive events.
D. Administrative regulation. Applies only in state OHV areas.
E. Applies only in state OHV areas.

OHM SOUND LEVEL LIMITS

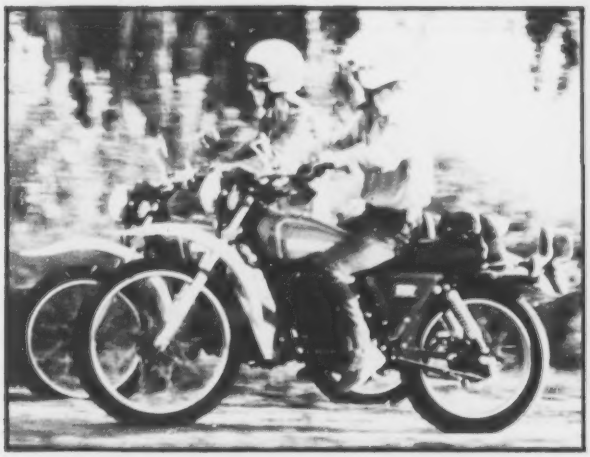
		TEST PROCEDURE
CA	Manufactured before 1973 92 dBA, 73-74 88 dBA, 75 and after 86 dBA.	a
CO	Manufactured 1971-72 86 dBA, 73 and after 84 dBA, different local limits also permitted.	a
DE	Manufactured 1976 and after 86 dBA or EPA limit.	b
ID	92 dBA.	c
MD	Manufactured after 6/76 86 dBA. 79 and after 84 dBA.	a
MA	103 dBA.	d
MI	Manufactured before 1973 90 dBA, 73-74 88 dBA, 75 and after 86 dBA or EPA limits.	a
NH	Manufactured 1973-74 88 dBA, 75 and after 86 dBA — certification required.	e
ND	85 dBA.	
OR	In use: Model year 1975 and before 102 dBA, 76 and after 99 dBA. Certification: 1977-82 models 81 dBA, 83-87 78 dBA, 87 and after 75 dBA. Racing: 105 dBA.	
RI	Manufactured after 5/72 82 dBA, after 5/74 73 dBA.	e
UT	92 dBA.	b
WA	86 dBA or 105 dBA.	a,d

TEST PROCEDURE

a. Acceleration test 50 feet incorporation SAE J331a or similar test method.
b. Passby test 50 feet.
c. Passby test 20 feet.
d. Stationary test 20 inches.
e. Measured at 50 feet. Test procedure not prescribed.

Although this chart represents information from the most authoritative sources available as of the date shown above, the Motorcycle Industry Council is not responsible for accuracy or completeness.

Source: Motorcycle Industry Council, Inc., Costa Mesa, California.



THE MOTORCYCLE OWNER

NUMBER OF OWNERS AND RIDERS, OWNER'S SEX, MARITAL STATUS, AGE, EDUCATION

It is estimated that the 6.96 million motorcycles and ATV s in use were owned by 6.4 million owners and ridden by 10.4 million people.

1980 consumer research indicates that 92.1% of the owners were male and 7.9% were female. The median owner age was 24 years and just over half (51.7%) were single. High school was the highest level of education attended by about half (53.5%) of the owners, and almost one third (29.9%) had achieved some college or post graduate education.

MOTORCYCLE OWNER PROFILE: NUMBER OF OWNERS AND RIDERS, SEX, MARITAL STATUS, AGE, EDUCATION

6,409,000 Estimated Motorcycle Owners in 1983
10,440,000 Estimated Motorcycle Riders in 1983

Sex	% of Total Owners*
Male	92.1%
Female	7.9%

Marital Status	% of Total Owners*
Single	51.7%
Married	44.3%
Other/Not Stated	4.0%

Age	% of Total Owners*
Under 18	24.6%
18-24	24.3%
25-29	14.2%
30-34	10.2%
35-39	8.8%
40-49	9.4%
50 and over	5.7%
Not stated	2.8%
Median Age	24.0 yrs
Mean Age	26.9 yrs

Highest Level of Education	% of Total Owners*
Grade School	13.5%
Attended High School	18.9%
Graduated High School	34.6%
Attended College	17.6%
College Graduate	9.2%
Post Graduate	3.1%
Not Stated	3.1%

*Owner defined as the primary rider.

Source: 1980 Survey of Motorcycle Ownership and Usage, conducted for the Motorcycle Industry Council by Burke Marketing Research, Inc., Cincinnati, Ohio, April 1981.

OWNER OCCUPATION, INCOME, CURRENT AND PREVIOUS MOTORCYCLE OWNERSHIP

1980 consumer research indicates that almost three in every ten owners (27.2%) were students. Owners were most frequently employed as mechanics or craftsmen (15.6%) and laborers or semi-skilled laborers (13.8%). About one in every eight owners (12.6%) was employed in professional or technical occupations.

The median annual income of a motorcycle owning household in 1979 was $17,500.

The average motorcycle owner has been regularly riding for about six years (median) and has owned about three motorcycles (median).

MOTORCYCLE OWNER PROFILE: OCCUPATION, INCOME, MOTORCYCLE OWNERSHIP

Occupation of Owner	% of Total Owners*
Student	27.2%
Mechanic/Craftsman	15.6%
Laborer/Semi-Skilled	13.8%
Professional/Technical	12.6%
Clerical/Sales	6.3%
Manager/Proprietor	5.8%
Service Worker	4.8%
Farmer/Farm Laborer	3.1%
Military	1.3%
Retired	1.4%
Unemployed	4.2%
Not Stated	3.9%

1979 Household Annual Income	% of Total Households
Under $10,000	9.1%
$10,000-$14,999	13.0%
$15,000-$19,999	13.9%
$20,000-$24,999	12.9%
$25,000-$34,999	12.5%
$35,000-$49,999	5.9%
$50,000 and over	2.4%
Don't Know	30.3%
Mean	$21,700
Median	$17,500

Years Regularly Riding	% of Total Owners*
1-2	21.1%
3-5	27.6%
6-10	29.8%
Over 10	18.6%
Not Stated	2.9%
Mean	11.6 yrs.
Median	6.0 yrs.

Total Motorcycles Ever Owned	% of Total Owners*
1	25.6%
2	21.4%
3-4	26.5%
5-9	16.0%
10 or more	7.6%
Not Stated	2.9%
Mean	5.9 cycles
Median	3.1 cycles

*Owner defined as the primary rider.

Source. 1980 Survey of Motorcycle Ownership and Usage, conducted for the Motorcycle Industry Council by Burke Marketing Research, Inc., Cincinnati, Ohio, April 1981.

OTHER NATIONAL MOTORCYCLE ORGANIZATIONS

AMERICAN MOTORCYCLIST ASSOCIATION

P.O. Box 141
Westerville, Ohio 43081
(614) 891-2425

The American Motorcyclist Association, founded in 1924, is a voluntary membership organization for individuals who own and ride motorcycles. With a membership of over 135,000, the AMA has approximately 1,200 chartered clubs throughout the nation. The AMA sanctions over 5,000 amateur and professional competitive events per year, and sponsors programs and contests to encourage involvement by motorcyclists in charitable work and community service. The AMA works with various government agencies and private organizations to promote and protect the interests of the American motorcyclist.

MOTORCYCLE SAFETY FOUNDATION

National Headquarters
3151 Airway Avenue
Building K-200
Costa Mesa, California 92626

The Motorcycle Safety Foundation (MSF) was organized in 1973 to promote the safe use of motorcycles on the nation's public streets and highways. Through instructor preparation workshops, MSF improves the qualifications of individuals in the motorcycle safety field. The MSF cooperates with the National Highway Traffic Safety Administration, state governments and other safety organizations to develop programs and materials to upgrade motorcycle operator education, and motorcycle testing and licensing procedures. The MSF has developed numerous publications, research studies and films on cycle safety and maintains contact with the media to increase motorcycle safety awareness.

SPECIALTY VEHICLE INSTITUTE OF AMERICA

3151 Airway Avenue
Building P-1
Costa Mesa, California 92626
(714) 241-9256

The Specialty Vehicle Institute of America was formed in 1983 as the national nonprofit trade association for all-terrain vehicles (ATV's). The SVIA was created to develop statistical, educational, safety, and other programs to promote the responsible growth of the ATV market.

Safety Helmet Council of America
9841 Airport Blvd., Suite 710
Los Angeles, California 90045
(213) 670-5811

United Sidecar Association, Inc.
1621 Palomino Lane
Kingwood, Texas 77339
(713) 931-2340

Motorcycle Aftermarket Distributors Association
555 Pier Avenue, Suite 6
Hermosa Beach, California 90254
(213) 372-2005

National Motorcycle Commuter Assoc.
P.O. Box 107
1377 K Street, N.W.
Washington, D.C. 20005
(703) 437-6308

American All-Terrain Vehicle Assoc.
P.O. Box 1522
Westerville, Ohio 43081
(614) 891-3290

MOTORCYCLE DEALERS ASSOCIATIONS

National Motorcycle Retailers Assn.
1522 K Street, N.W., Suite 704
Washington, D.C. 20005
(202) 682-1559

Independent Motorcycle Retailers of America
4017 N. Mozart Street
Chicago, Illinois 60618
(312) 477-9504

ALABAMA
James O. Yeaman
Alabama Motorcycle Dealers Assn.
P.O. Box 4599
Montgomery, AL 36103-4599
(205) 834-2001

ARIZONA
Eva Ridenour
Arizona Motorcycle Dealers Assn.
520 East 2nd Street #D8
Mesa, AZ 85203
(602) 890-0815

ARKANSAS
John B. Plegge
Arkansas Motorcycle Dealers Assn.
1004 Pyramid Place
Little Rock, AZ 72201
(501) 374-5612

CALIFORNIA
Hy Weitzman
California Motorcycle Dealers Assn.
3972 North Waterman Suite 106
San Bernardino, CA 92404
(714) 883-8701

COLORADO
Al Hein
Colorado Motorcycle Dealers Assn.
1140 South Reed Street Suite C
Lakewood, CO 80226
(303) 935-9051

CONNECTICUT
Leigh Guarnieri
Connecticut Motorcycle Dealers Assn.
2691 State Street
Hamden, CT 06517
(203) 288-8000

DELAWARE
Peggy Kerr
Delaware Motorcycle Dealers Assn.
1027 N. State Street
Dover, DE 19901
(302) 678-1052

FLORIDA
J. Fred DeVane
Florida Motorcycle Dealers Assn.
1311 Executive Center Drive
Suite 201
Tallahassee, FL 32301
(904) 877-3089

GEORGIA
S. Bashinski
Georgia Motorcycle Dealers Assn.
3009 Rainbow Drive Suite 123
Decatur, GA 30034
(404) 241-4095

HAWAII
Alfred N. Montgomery
Motorcycle Industry Council of Hawaii
818 Iwilei Road
Honolulu, HI 96817
(808) 536-7023

IDAHO
Herb Uhl
Idaho Motorcycle Dealers Assn.
5610 West State Street
Boise, ID 83703
(208) 336-7279

ILLINOIS
Jeff "J.B." Norris
Illinois Motorcycle Dealers Assn.
929 S. Spring Street
Springfield, IL 62704
(217) 753-8866

INDIANA
James Olsen
Motorcycle Dealers Assn. of Indiana
150 W. Market Street, Suite 812
Indianapolis, IN 46204
(317) 635-1441

IOWA
Anita Kite
Iowa Motorcycle Dealers Assn.
138 Jefferson Avenue
Des Moines, IA 50314
(515) 243-1331

KANSAS
Carol Beggs
Kansas Motorcycle Industry Council
129 South Fourth
Salina, KS 67401
(913) 827-6743

KENTUCKY
Tony Coates
Kentucky Motorcycle Dealers Assn.
1140 West Fern Valley Road
Louisville, KY 40219
(502) 968-0162 (502) 968-0173

LOUISIANA
William J. Young
Louisiana Motorcycle Dealers Assn.
P.O. Box 1240
Crowley, LA 70526
(318) 788-1818

MAINE
Calvin Reynolds
Maine Motorcycle Dealers Assn.
Rt. 3 Box 257
Gorham, ME 04038
(207) 929-6641

MARYLAND
Howard A. Triplett
Maryland Motorcycle Dealers Assn.
4121 Primrose Avenue
Baltimore, MD 21215
(301) 764-3294

MASSACHUSETTS
Bill Fuller
Massachusetts Motorcycle Dealers Assn.
168 Main Street
Hudson, MA 01749
(617) 562-9361

MICHIGAN
Don Craig
Michigan Motorcycle Dealers Assn.
2423 Newport Drive
Lansing, MI 48906
(517) 321-4351

MINNESOTA
Chuck Egeberg
Minnesota Motorcycle Industry Assn.
2601 East Franklin
Minneapolis, MN 55406
(612) 332-2551

MISSISSIPPI
Gale Butler
Mississippi Motorcycle Dealers Assn.
P.O. Box 6483
Jackson, MS 39212
(601) 372-0021

MISSOURI
Jim Moon
Missouri Motorcycle Dealers Assn.
3131 South Campbell
Springfield, MO 65807
(417) 883-3632

MONTANA
Dave Bliss
Montana Motorcycle Dealers Assn.
Star Route
Conrad, MT 59425
(406) 278-5255

NEBRASKA
Jerry Biskup
Nebraska Motorcycle Dealers Assn.
2400 N Street
Lincoln, NE 68510
(402) 476-8888

NEVADA
Frederic Harrell
Motorcycle Dealers Assn. of Nevada
P.O. Box 26566
Las Vegas, NV 89126
(702) 870-6121

NEW HAMPSHIRE
Richard Manseau
New Hampshire Motorcycle Dealers Assn.
782 Gold Street
Manchester, NH 03103
(603) 669-1671

NEW JERSEY
Ms. Fern McNerney
New Jersey Motorcycle Dealers Assn.
66 Morris Avenue
Springfield, NJ 07081
(201) 379-1100

NEW MEXICO
Charmaine Crawford
New Mexico Motorcycle Dealers Assn.
1229 Paseo de Peralta
Santa Fe, NM 87501
(505) 988-9615

NEW YORK
Donald J. Boyle
New York Motorcycle Dealers Assn.
176 Washington Ave.
Albany, NY 12210
(518) 449-8786

NORTH CAROLINA
Jim Smith
North Carolina Motorcycle Dealers Assn.
1312 East Bessemer Avenue
Greensboro, NC 27405
(919) 275-4417

NORTH DAKOTA
Norman Tietz
North Dakota Motorcycle Dealers Assn.
1152 Memorial Highway
Bismarck, ND 58501
(701) 223-7221

OHIO
Craig Calhoun
Ohio Motorcycle Dealers Assn.
1300 Norton Road
Columbus, OH 43228
(614) 263-1014

OKLAHOMA
Herb Howard
Oklahoma Motorcycle Dealers Assn.
464 S. Sheridan
Tulsa, OK 74112
(918) 836-3544

OREGON
Ed Hughes
Oregon Motorcycle Dealers Assn.
3956 S.E. Lake Road
Milwaukie, OR 97222
(503) 653-9660

PENNSYLVANIA
Gary Patterson
Pennsylvania Motorcycle Dealers Assn.
980 Route 309
Montgomeryville, PA 18936
(215) 699-7511

RHODE ISLAND
Ralph Razee
Rhode Island Motorcycle Dealers Assn.
P.O. Box 293
N. Kingstown, RI 02852
(401) 295-8837

SOUTH CAROLINA
Grady Miller
South Carolina Motorcycle Dealers Assn.
2019 Wade Hampton Blvd.
Greensville, SC 29615
(803) 244-6632

SOUTH DAKOTA
Bill Gikling
South Dakota Motorcycle Dealers Assn.
516 4th Street
Rapid City, SD 57701
(605) 342-9362

TENNESSEE
Richard Jones
Tennessee Motorcycle Dealers Assn.
5600 Brookwood Terrace
Nashville, TN 37205
(615) 356-4240

TEXAS
Mike Marks
Texas Motorcycle Dealers Assn.
506 W 12th Street
Austin, TX 78701
(512) 479-0425

UTAH
Ron Perry
Utah Motorcycle Dealers Assn.
3909 Highland Drive
Salt Lake City, UT 84124
(801) 272-9221

VERMONT
Donald C. Bevins
Vermont Motorcycle Dealers Assn.
407 Barre Street
Montpelier, VT 05602
(802) 223-2346

VIRGINIA
Brenda Ferguson
Virginia Motorcycle Dealers Assn.
2735 Buford Road, Box 2926
Richmond, VA 23235
(804) 320-2777

WASHINGTON
Burke Hinshaw
Washington State Motorcycle Dealers Assn.
405 West Stewart
Puyallup, WA 98036
(206) 848-4501

WEST VIRGINIA
William R. Nottingham
West Virginia Motorcycle Dealers Assn.
P.O. Box 4389
Charleston, WV 25364
(304) 346-9951

WISCONSIN
Jim Baxter
Wisconsin Motorcycle Dealers Assn.
6678 Pertzborn Road
Dane, WI 53529
(608) 849-4054

WYOMING
Jack Ross
Wyoming Motorcycle Dealers Assn.
1115 South Greeley Highway
Cheyenne, WY 82007
(307) 638-8307

While this information is thought to be the most accurate available at the date of publication, the Motorcycle Industry Council assumes no responsibility for accuracy or completeness.

Additions and corrections are solicited for future publications.

INDEX

Accessories sales 23, 24

Accidents, traffic 38

Aftermarket:
- Dealer sales 23, 24
- Dollar volume 23
- Retail outlets 22, 23, 24

Age:
- Motorcycle, average 31
- Owner 42

American Motorcyclist Association 44

Brand market share 16

Dealers:
- Employee payroll 22
- Employees, number of 22, 24
- Inventory 12
- Retail outlets 22
- Retail sales 12, 23, 24
- Years in business 24
- State associations 44, 45

Economic value:
- Aftermarket sales 23
- Dealer sales 23
- Imports 13
- Industry by state 11
- Off-highway industry by state 27
- Retail sales 11
- Wholesale sales 14

Education:
- Owner's level of 42
- Rider training programs 34, 35

Energy consumption
- Miles per gallon 32
- On-highway 32

Engine displacement:
- Fuel economy 32
- Imports 13
- Population, motorcycle 6, 7
- Wholesale sales 14

Equipment requirements, state 39, 40

Fatalities, traffic 38

Imports 12, 13

Income, owner household 43

Inventory, dealer & distributor 12

Licensing procedures & programs, state 36, 37

Manufacturers & distributors 18, 19, 20

Mileage:
- Average 30
- Model type 28, 29, 30
- On & off-highway 28, 29
- Total motorcycle 28
- Miles per gallon 32

Model type:
- Fuel economy 32
- Mileage 28, 29, 30
- Population, motorcycle 6, 7, 8
- Usage on & off-highway 26
- Wholesale sales 14

Motorcycle Industry Council
- Programs & publications 2
- Membership 3

Motorcycle Safety Foundation 34, 35, 36, 37, 38, 44

Mopeds (motorized bicycles):
- Imports 12, 13

Occupation, owner's 43

Operability rate 31

Operating costs 33

Ownership:
- Costs of ownership 33
- Owners, characteristics of 42, 43
- Owners, number of 42
- Previous ownership 43

Parts sales 23, 24

Penetration, motorcycle 8, 27

Population, motorcycle:
- Engine displacement 6, 7
- Model type 6, 7, 8
- Off-highway 26, 27
- Penetration 8, 27
- Region 8
- State 8, 27
- Year sold 6

Production, U.S. 12

Public land 27

Region, population by 8

Registrations:
- Brand market share 16
- New registrations 15, 16
- Total registrations 9, 10

Retail outlets 22, 23, 24

Retail sales
- Dealer 23, 24
- New motorcycles 11, 12, 23, 24, 27
- Parts & accessories 23, 24
- Service 23, 24
- Used motorcycles 23, 24

Scrappage/retired rate 31

Servicing, dealer sales 23, 24

Sex of owner 42

State:
- Accidents & fatalities 38
- Equipment requirements 39, 40
- Economic value of industry 11, 27
- Licensing 36, 37
- Motorcycle penetration 8, 27
- Motorcycle population 8, 27
- Public land 27
- Registrations 10, 15
- Retail outlets 22
- Retail sales 11, 27
- Usage on & off-highway 26, 27
- Wholesale sales 14
- Off-hwy motorcycle requirements 40

Usage:
- Mileage 28, 29, 30
- Model type 26, 28, 29, 30
- On & off-highway 26-32
- Operability rate 31
- Operating costs 33
- Scrappage rate 31

Wholesale sales 11, 13